

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(t)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JULY 12, 1981

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS				TOTAL PERSONS (2+)			
RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	M*A*S*H	20.5	15,950	1	FACTS OF LIFE	14.0	29,320
2	HOUSE CALLS	19.6	15,250	2	TOO CLOSE FOR COMFORT	13.7	28,580
2	THREE'S COMPANY	19.6	15,250	3	M*A*S*H	13.5	28,190
4	60 MINUTES	19.1	14,860	4	HOUSE CALLS	13.5	28,160
4	TOO CLOSE FOR COMFORT	19.1	14,860	5	THREE'S COMPANY	13.4	27,960
6	HART TO HART	18.8	14,630	6	DIFF'RENT STROKES	13.4	27,870
7	TRAPPER JOHN, M.D.	18.7	14,550	7	DUKES OF HAZZARD	12.7	26,510
8	20/20	18.6	14,470	8	HART TO HART	12.3	25,600
9	FACTS OF LIFE	18.1	14,080	9	QUINCY, M.E.	11.8	24,640
10	DIFF'RENT STROKES	17.5	13,620	10	20/20	11.7	24,470
10	LOU GRANT	17.5	13,620	11	60 MINUTES	11.6	24,290
12	JEFFERSONS	17.1	13,300	11	TRAPPER JOHN, M.D.	11.6	24,290
13	LAVERNE & SHIRLEY	16.6	12,910	13	LAVERNE & SHIRLEY	11.5	23,940
14	DUKES OF HAZZARD	16.5	12,840	14	CHIPS	11.3	23,630
15	QUINCY, M.E.	16.4	12,760	15	TAXI	11.3	23,500

WOMEN (18+)			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	HOUSE CALLS	15.3	12,450
2	M*A*S*H	14.8	12,060
3	TRAPPER JOHN, M.D.	14.3	11,690
4	FACTS OF LIFE	14.3	11,670
5	60 MINUTES	14.2	11,610
6	TOO CLOSE FOR COMFORT	14.1	11,510
7	HART TO HART	14.0	11,450
8	THREE'S COMPANY	13.7	11,190
9	LOU GRANT	13.3	10,860
10	DIFF'RENT STROKES	13.2	10,790
11	JEFFERSONS	13.1	10,660
12	QUINCY, M.E.	12.6	10,270
13	20/20	12.6	10,240
14	CBS WEDNESDAY NIGHT MOVIE#	12.3	9,990
15	TAXI	11.9	9,700

MEN (18+)			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	15.6	11,480
2	20/20	13.6	9,950
3	M*A*S*H	13.4	9,860
4	HOUSE CALLS	12.2	8,970
5	TOO CLOSE FOR COMFORT	11.6	8,480
6	TRAPPER JOHN, M.D.	11.0	8,090
7	BARNEY MILLER	10.9	8,010
7	TAXI	10.9	8,010
9	LOU GRANT	10.9	7,990
10	BIG EVENT#	10.8	7,900
11	HART TO HART	10.7	7,830
12	CHIPS	10.4	7,620
13	THREE'S COMPANY	10.2	7,480
14	QUINCY, M.E.	10.2	7,450
15	ABC SUMMER MOVIE	10.1	7,420

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JULY 12, 1981

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	HART TO HART	15.7	7,980
2	TOO CLOSE FOR COMFORT	14.3	7,290
3	FACTS OF LIFE	14.3	7,250
4	HOUSE CALLS	14.1	7,160
5	THREE'S COMPANY	13.9	7,080
6	M*A*S*H	13.7	6,970
7	LAVERNE & SHIRLEY	13.5	6,860
8	QUINCY, M.E.	13.4	6,810
9	LOU GRANT	13.3	6,770
10	HAPPY DAYS	13.1	6,680
11	TAXI	12.0	6,090
12	DIFF'RENT STROKES	11.8	6,010
13	GENERAL HOSPITAL	11.8	5,990
14	CBS TUESDAY NIGHT MOVIES#	11.6	5,890
15	TRAPPER JOHN, M.D.	11.4	5,820

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	22.4	5,560
2	TRAPPER JOHN, M.D.	20.1	4,980
3	JEFFERSONS	17.8	4,420
4	ALICE	17.7	4,390
5	REAL PEOPLE	17.7	4,380
6	M*A*S*H	17.3	4,300
7	HOUSE CALLS	17.2	4,270
8	DIFF'RENT STROKES	16.5	4,100
9	FACTS OF LIFE	16.2	4,020
10	CBS WEDNESDAY NIGHT MOVIE#	16.0	3,970
11	LITTLE HOUSE-PRAIRIE	15.8	3,910
12	ARCHIE BUNKER'S PLACE	15.6	3,880
13	ONE DAY AT A TIME	14.8	3,680
14	LOVE BOAT	14.8	3,660
15	MAGNUM, P.I.	14.7	3,640

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	20/20	13.5	6,540
2	M*A*S*H	13.3	6,480
3	TAXI	12.3	5,980
4	BARNEY MILLER	11.7	5,690
5	HART TO HART	11.6	5,660
6	HOUSE CALLS	11.5	5,580
7	CHIPS	11.4	5,540
7	60 MINUTES	11.4	5,540
9	TOO CLOSE FOR COMFORT	11.4	5,520
10	LOU GRANT	11.2	5,420
11	BOSOM BUDDIES	11.1	5,390
12	QUINCY, M.E.	10.2	4,940
13	DUKES OF HAZZARD	10.0	4,840
13	THREE'S COMPANY	10.0	4,840
15	HEAVEN SENT(S)	9.9	4,800
16	ABC SUMMER MOVIE	9.8	4,770

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	25.1	4,860
2	ARCHIE BUNKER'S PLACE	17.4	3,370
3	M*A*S*H	15.9	3,070
3	TRAPPER JOHN, M.D.	15.9	3,070
5	ONE DAY AT A TIME	15.2	2,930
6	JEFFERSONS	15.1	2,910
7	ALICE	14.6	2,830
8	HOUSE CALLS	14.4	2,780
9	REAL PEOPLE	14.2	2,750
10	NBC NIGHTLY NEWS	14.1	2,730
11	LIGHTS-ACTION-AFRICA(S)	13.8	2,660
12	NBC MAGAZINE	13.5	2,610
13	20/20	13.1	2,540
14	CBS WEDNESDAY NIGHT MOVIE#	12.9	2,500
15	CBS EVENING NEWS-RATHER	12.7	2,460
16	MAGNUM, P.I.	12.7	2,450

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK-ING WOM.	WOMEN						MEN					TEENS (12-17)		CHILDREN (2-11)									
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	FEM.	TOTAL	6-11							
EVENING CONT'D																																					
TAXI						21	202	203	A	15.6	30	1214	1936	687	314	799	313	501	406	318	240	660	337	493	408	230	126	191	86^	286	183						
THU.		9.30P	30	ABC	CS	99	99	B	16.8	27	1307																										
THREE'S COMPANY						31	208	206	A	19.6	39	1525	1833	660	291	733	343	464	365	245	214	490	240	317	278	171	127	246	127	364	229						
TUE.		9.00P	30	ABC	CS	99	99	B	21.4	33	1665																										
TIM CONWAY SHOW						5	188	183	A	12.8	26	996	1623	642	318	694	241	349	323	286	287	584	240	362	277	224	192	141	69^	204	142						
MON.		8.30P	30	CBS	CV	99	97	B	13.8	27	1074																										
TOO CLOSE FOR COMFORT						28	208	204	A	19.1	35	1486	1923	703	323	775	356	490	393	263	219	571	284	373	314	199	148	266	139	311	196						
TUE.		9.30P	30	ABC	CS	99	98	B	20.1	31	1564																										
TRANSPLANT(S)						188			A	12.8	24	996	1576	695	201^	739	230^	473	465	399	208^	455	138^	258	245	232^	165^	206^	163^	176^	100^						
1 TUE.		9.00P	120	CBS	GD	97																															
		9.00 - 9.30							A	9.8	19	762	1524	676	217^	716	183^	407	403	382	258^	424	116^	221^	190^	217^	174^	197^	141^	187^	103^						
		9.30 - 10.00							A	12.2	22	949	1596	722	210^	755	224^	489	482	415	214^	416	111^	223^	212^	227^	164^	229^	179^	196^	118^						
		10.00 - 10.30							A	14.1	26	1097	1610	708	195^	742	248	486	483	395	194^	472	158^	282	272	231	158^	207^	171^	189^	106^						
		10.30 - 11.00							A	15.1	29	1175	1556	672	184^	733	246	482	473	397	182^	493	157^	288	277	248	168^	190^	156^	140^	79^						
TRAPPER JOHN, M.D.						24	191	191	A	18.7	36	1455	1669	734	284	803	224	401	357	377	342	555	186	288	284	237	210	171	97	140	101						
SUN.		10.00P	60	CBS	GD	97	99	B	19.9	33	1548																										
		10.00 - 10.30							A	18.3	35	1424	1702	757	299	822	230	412	364	388	347	565	181	285	286	243	221	167	94	148	107						
		10.30 - 11.00							A	19.0	37	1478	1637	714	270	786	220	388	350	365	339	546	192	292	281	229	202	175	100	130	94						
20/20						35	199	199	A	18.6	35	1447	1691	648	249	709	220	389	372	353	244	686	282	451	405	311	176	188	90	108	79^						
		THU.	10.00P	60	ABC	DN	99	99	B	17.3	30	1346	1710	658	245	710	209	385	376	369	246	687	287	451	401	305	177	207	101	106	78^						
		10.00 - 10.30							A	19.1	36	1486	1655	630	250	700	230	390	366	336	235	681	277	449	409	314	171	164	77^	110	79^						
		10.30 - 11.00							A	18.2	35	1416																									
WALTONS						8	196	192	A	10.1	22	786	1648	798	276	908	259	401	342	328	456	434	101^	175	161	188	223	104^	68^	202	125^						
THU.		8.00P	60	CBS	GD	98	97	B	12.1	23	941																										
		8.00 - 8.30							A	9.6	22	747	1598	789	275	898	259	396	334	318	454	409	88^	162^	155^	181	215	101^	66^	190	103^						
		8.30 - 9.00							A	10.6	22	825	1682	801	273	909	258	402	342	333	454	452	112^	186	166	191	227	106^	69^	215	146^						
WKRP IN CINCINNATI						5	193	190	A	13.1	29	1019	1725	679	324	736	259	385	352	310	286	649	302	428	323	238	185	146	80^	194	127						
MON.		8.00P	30	CBS	CS	99	99	B	12.9	27	1004																										
•LATE FRINGE																																					
ABC NEWS:NIGHTLINE						106	191	191	A	6.8	20	529	1543	578	218	659	231	384	318	315	227	667	267	417	352	306	216	159	64^	58^	54^						
M-F		11.30P	30	ABC	N	97	97	B	7.5	23	584																										
ABC WEEKEND REPORT-SAT.						37	173	173	A	6.0	15	467	1493	644	249^	663	202^	393	371	321	225^	675	205^	370	364	291	224^	57^	57^	98^	91^						
SAT.		11.00P	15	ABC	N	93	93	B	7.6	16	591																										
ABC WEEKEND REPORT-SUN.						38	171	169	A	4.6	12	358	1162	546	73^	550	176^	271^	366	249^	153^	425	159^	218^	241^	177^	159^	84^	LT	103^	56^						
1 SUN.		11.00P	15	ABC	N	93	93	B	5.2	13	405																										
2 SUN.		11.33P	15																																		
CBS NEWS SPEC. RPT-11.30P(S)						180			A	6.3	19	490	1522	566	308^	648	186^	384^	450^	351^	193^	656	293^	430^	382^	287^	178^	94^	75^	124^	86^						
2 TUE.		11.30P	33	CBS	N	97			A	6.4	19	498	1522	560	305^	645	182^	377^	449^	349^	196^	653	293^	426^	377^	283^	181^	101^	83^	123^	85^						
		11.30 - 12.00																																			
CBS SUNDAY NEWS-OSGOOD						40	130	131	A	8.1	18	630	1451	739	251	816	150^	356	358	464	388	515	178^	258	230	224	213	67^	38^	53^	53^						
SUN.		11.00P	15	CBS	N	71	71	B	7.8	16	607																										

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1981 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
															VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
WK #	DAY	START TIME	DUR	PROG. NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK- ING WOM.	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11			
LATE FRINGE CONT'D																																					
CHARLIE'S ANGELS-12.00 24 173 173 A 4.1 17 319 1097 394 166^ 470 154^ 288^250^ 260^154^ 424 211^ 323^248^ 203^ 72v 197^110^ LT LT																																					
THU. 12.00M 69 ABC PD 94 94 B 4.1 19 319 1125 413 143^ 482 161^ 301^280^ 280^157^ 480 200^ 307^269^ 262^128^ 160^ 84v LT LT																																					
12.00 - 12.30 A 4.3 16 335 1109 391 167^ 469 142^ 271^234^ 257^157^ 396 228^ 347^261^ 168^ 29v 238^138^ LT LT																																					
12.30 - 1.00 A 4.0 18 311 1129 285^108v 459^173^ 346^221^ 257^ 89v 454^253^ 397^320^ 185^ 57v 184^120v 32v 32v																																					
FANTASY ISLAND-12.00 23 169 168 A 3.2 14 249 1129 285^108v 459^173^ 346^221^ 257^ 89v 454^253^ 397^320^ 185^ 57v 184^120v 32v 32v																																					
MON. 12.00M 68 ABC A 94 94 B 3.4 17 265 1220 327^112v 485^137^ 348^265^ 311^104v 522 277^ 436^374^ 228^ 86v 167^104v 46v 46v																																					
12.00 - 12.30 A 3.1 12 241 1279 309^124^ 516 241^ 411^223^ 254^ 85v 495 291^ 453^343^ 185^ 42v 238^162^ 30v 30v																																					
12.30 - 1.00 A 3.4 17 265 1693 575 190^ 674 339 537 335 271 112^ 637 403 549 408 227^ 56v 266 166^ 116^ 94^																																					
FRIDAYS 10 182 184 A 6.1 24 475 1866 672 209^ 786 383 631 401 330 129^ 668 405 547 411 252 89^ 233 129^ 179^ 153^																																					
FRI. 12.00M 71 ABC GV 96 97 B 5.9 22 459 1605 497 162^ 599 321 479 288 227^ 95^ 604 411 541 390 193^ 29v 329 236^ 73^ 54v																																					
12.00 - 12.30 A 7.0 24 545 1605 497 162^ 599 321 479 288 227^ 95^ 604 411 541 390 193^ 29v 329 236^ 73^ 54v																																					
12.30 - 1.00 A 5.7 24 443 1478 606 277 694 267 490 455 365 124 584 262 420 376 276 125 153 63^ 47^ 44^																																					
LATE MOVIE I 172 160 160 A 6.3 23 490 1478 606 277 694 267 490 455 365 124 584 262 420 376 276 125 153 63^ 47^ 44^																																					
1 MON. 11.30P 72 CBS FF 89 89 B 6.3 22 490 1478 606 277 694 267 490 455 365 124 584 262 420 376 276 125 153 63^ 47^ 44^																																					
1 TUE. 12.05A 72 1 TUE. 11.30P 67 1 WED. 11.30P 73																																					
TH & F 11.30P 71 2 MON. 11.30P 74 2 TUE. 12.03A 76																																					
2 WED. 11.30P 76 11.30 - 12.00 A 7.1 21 552 1502 647 278 724 285 500 458 364 147 537 223 378 332 272 133 175 86^ 66^ 58^																																					
12.00 - 12.30 A 6.2 23 482 1485 614 301 706 278 502 464 367 124 593 278 436 371 267 122 142 64^ 44^ 44^																																					
12.30 - 1.00 A 5.1 24 397 1395 529 287^ 612 224^ 465 444 344 70v 647 257^ 451 458 350 126^ 136^ LT LT																																					
LATE MOVIE II 165 160 160 A 4.3 24 335 1281 502 227 592 225 424 385 331 96^ 527 213 365 371 269 87^ 127^ 68^ 35v 35v																																					
1 MON. 12.42A 37 CBS FF 89 89 B 4.4 25 342 1281 502 227 592 225 424 385 331 96^ 527 213 365 371 269 87^ 127^ 68^ 35v 35v																																					
1 TUE. 1.17A 45 1 TUE. 12.41A 50 1 THU. 12.43A 44																																					
1 FRI. 12.43A 45 2 MON. 12.41A 46 2 TUE. 1.17A 44																																					
2 WED. 12.46A 50 2 THU. 12.43A 47 2 FRI. 12.43A 44																																					
1.00 - 1.30 A 4.1 23 319 1317 489 216 595 216 433 375 354 91^ 549 204 358 379 291 100^ 135^ 94^ 38v 38v																																					
1.30 - 2.00 A 4.0 29 311 997 316^122^ 364^165^ 265^177^ 163^ 74v 448 177^ 367^419 271^ LT 131^ 54v 54v 54v																																					
LOVE BOAT-12.00 25 175 173 A 4.5 20 350 1171 450 111^ 544 240^ 323^220^ 229^155^ 400 258^ 391 296^ 142^ LT 227^108^ LT LT																																					
WED. 12.00M 69 ABC CS 95 95 B 4.7 22 366 1311 511 131^ 625 229^ 346 277^ 309^179^ 462 274^ 442 360 188^ 20v 224^125^ LT LT																																					
12.00 - 12.30 A 4.5 18 350 1149 451 88^ 520 262^ 317^197^ 181^149^ 383 257^ 383 289^ 126^ LT 246^106^ LT LT																																					
12.30 - 1.00 A 4.5 22 350 1338 481^266^ 620 298^ 399^266^ 240^149v 677 415^ 533^405^ 170^103v 41v LT LT LT																																					
NBC LATE NIGHT MOVIE 32 65 68 A 2.5 9 195 1679 477^252^ 706 316^ 445^285^ 270^192^ 950 610 761 646 216^134v 23v LT LT LT																																					
1 SUN. 11.30P 76 NBC FF 45 46 B 2.1 9 163 1218^ 715^424^ 715^474^ 474^330v 162v101v 503^324v 413^ 89v 117v 90v LT LT LT																																					
2 SUN. 11.30P 45 A 2.8 8 218 1218^ 715^424^ 715^474^ 474^330v 162v101v 503^324v 413^ 89v 117v 90v LT LT LT																																					
11.30 - 12.30 A 2.3 9 179 1699 539 347 786 559 674 394 200 63^ 563 378 503 404 163^ 36v 242 108^ 108^ 95^																																					
12.00 - 12.30 A 2.3 9 179 1699 539 347 786 559 674 394 200 63^ 563 378 503 404 163^ 36v 242 108^ 108^ 95^																																					
SATURDAY NIGHT 37 205 202 A 7.9 28 615 1699 539 347 786 559 674 394 200 63^ 563 378 503 404 163^ 36v 242 108^ 108^ 95^																																					
1 SAT. 11.30P 77 NBC GV 99 98 B 9.5 29 739 1699 539 347 786 559 674 394 200 63^ 563 378 503 404 163^ 36v 242 108^ 108^ 95^																																					
CONT'D																																					

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11						
LATE FRINGE CONT'D																																	
SATURDAY NIGHT-CONT'D																																	
2 SAT. 11.30P 81																																	
11.30 - 12.00														A	8.4	27	654	1734	574 374	834 608	716 402	203 70	578 356	477 400	184 75	203 77	119 104						
12.00 - 12.30														A	8.0	28	622	1641	506 331	750 517	638 384	205 54	535 356	494 397	163 16	261 130	95 85						
12.30 - 1.00														A	7.3	30	568	1764	484 371	697 526	591 318	109 97	624 519	610 432	105 17	309 168	134 105						
SCTV NETWORK/90																																	
1 FRI. 12.45A 90 NBC GV 6 197 197														A	3.2	17	249	1185	399 306	503 273	402 346	217 72	527 422	447 225	81 48	155 96	LT	LT					
2 FRI. 12.30A 90														B	3.5	18	272																
12.30 - 1.00														A	3.9	16	303	1109	310 152	310 198	198 152	112 72	627 521	598 294	77 29	172 17	LT	LT					
1.00 - 1.30														A	3.3	17	257	1160	429 305	507 266	445 389	230 43	513 446	446 242	48 35	140 108	LT	LT					
1.30 - 2.00														A	3.1	20	241	1162	316 329	515 294	415 390	221 67	506 439	439 174	47 58	141 104	LT	LT					
TOMORROW COAST TO COAST-1 148 191 190														A	3.6	18	280	1079	472 122	479 78	210 246	251 212	542 275	428 350	189 89	29 29	29 29						
1 M-W 12.45A 30 NBC CC 98 97														B	3.8	20	296																
2 M-TH 12.30A 30																																	
TOMORROW COAST TO COAST-2 148 191 190														A	2.6	18	202	960	449 44	460 104	139 163	178 232	480 278	396 316	143 74	LT	LT	LT	LT				
1 M & TU 1.15A 45 NBC CC 98 97														B	2.5	19	195																
1 WED. 1.15A 55																																	
2 M-TH 1.00A 45																																	
1.00 - 1.30														A	2.8	17	218	794	252 17	252 37	51 17	32 20	542 381	437 349	106 78	LT	LT	LT	LT				
1.30 - 2.00														A	2.3	18	179	1296	726 67	726 173	207 374	363 285	537 189	447 391	258 90	LT	LT	33 33	33 33				
TONIGHT SHOW 187 211 212														A	6.8	23	529	1491	701 217	721 209	405 391	366 244	534 228	362 313	221 134	177 114	59 53						
1 MTUWF 11.45P 60 NBC GV 99 99														B	7.4	25	576																
1 THU. 11.30P 60																																	
2 M-F 11.30P 60																																	
11.30 - 12.00														A	8.3	24	646	1430	651 222	676 234	400 357	302 230	626 239	404 381	274 167	97 52	31 24						
12.00 - 12.30														A	6.2	23	482	1494	698 215	718 199	392 385	372 247	506 239	369 310	203 107	218 151	52 47						
TUESDAY MOVIE-WEEK-PART 1 23 166 164														A	3.5	15	272	1309	415 213	580 305	452 279	206 128	633 402	534 319	179 56	96 17	LT	LT					
2 TUE. 12.00M 71														B	4.2	20	327																
12.00 - 12.30														A	3.8	14	296	1294	450 213	605 303	456 287	218 149	557 310	466 310	213 41	132 17	LT	LT					
12.30 - 1.00														A	3.4	16	265	1268	427 230	574 310	461 284	203 113	631 443	555 321	147 41	63 17	LT	LT					
TUESDAY MOVIE-WEEK-PART 2 23 166 164														A	2.8	17	218	1335	225 198	468 285	394 220	137 74	798 550	674 322	134 114	69 17	LT	LT					
1 TUE. 1.08A 20 ABC FF 91 90														B	3.6	24	280																
2 TUE. 1.11A 23																																	
VIETNAM TODAY(S)																																	
1 TUE. 11.30P 35 CBS DN 177 94														A	7.4	21	576	1368	566 245	611 189	423 487	344 107	644 230	428 402	414 184	113 17	LT	LT					
11.30 - 12.00														A	7.5	21	584	1382	567 243	618 197	434 489	337 113	646 228	427 393	418 192	118 17	LT	LT					
WIMBLEDON MENS SEMI-FINAL(S)																																	
1 THU. 12.30A 120 NBC SE 209 99														A	3.8	22	296	1172	472 186	500 203	301 237	263 145	484 298	359 387	145 41	188 30	LT	LT					
12.30 - 1.00														A	4.8	20	373	1493	660 303	660 324	469 305	273 140	565 337	442 396	139 89	268 99	LT	LT					
1.00 - 1.30														A	4.0	21	311	1415	575 238	575 183	380 349	344 129	512 268	367 437	202 42	328 17	LT	LT					
1.30 - 2.00														A	3.5	24	272	772	342 118	342 118	118 158	224 184	360 261	261 331	99 17	70 17	LT	LT					
2.00 - 2.30														A	3.1	27	241	693	167 17	287 120	120 59	167 108	406 286	286 352	120 17	LT	LT	LT	LT				
WIMBLEDON TENNIS-MON(S)																																	
1 MON. 11.30P 15 NBC SE 216 99														A	7.8	22	607	1461	739 231	772 225	419 396	374 294	429 191	305 203	114 124	260 126	LT	LT					

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KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1981 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																						
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	NO. OF STATIONS & PROGRAM COVERAGE		K E Y	HOUSEHOLD AUDIENCES																							
						WK 1	WK 2			AVG. AUD. SHARE %	AVG. AUD. SHARE %	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+							
WEEKDAY DAYTIME CONT'D																																
DOCTORS M-F 12.30P 30 NBC DD 185 176 180										A 3.0 11 233	B 3.8 15 296	1330	788 163A	875 262	385 274	291 455	176A 35v	60v 60v	60v 108A	176A 86A	103A 61v											
EDGE OF NIGHT 1 TU-F 4.00P 30 ABC DD 174 155 154										A 5.1 18 397	B 4.9 16 381	1453	738 324	811 381	577 497	302 193	171 96A	119A 106A	45A 52A	246 201	225 156											
2 M-F 4.00P 30																																
FAMILY FEUD M-F 12.00N 30 ABC QP 187 181 181										A 7.8 30 607	B 6.5 26 506	1621	680 197	741 251	410 303	336 297	284 93A	161 136	99 109	295 213	301 231											
GENERAL HOSPITAL M-F 3.00P 60 ABC DD 180 200 200										A 11.8 40 918	B 11.3 37 879	1473	757 210	867 440	652 489	314 177	134 61A	95 79	47A 31A	291 238	181 131											
3.00 - 3.30										A 11.6 40 902																						
3.30 - 4.00										A 12.0 40 934																						
GOOD MORNING, AMERICA-730 M-F 7.30A 30 ABC N 188 203 203										A 3.9 30 303	B 4.9 27 381	1201	757 268	770 211	360 323	317 357	376 89A	142A 165A	165A 181A	35v 26v	20v LT											
GOOD MORNING, AMERICA-830 M-F 8.30A 30 ABC N 189 201 201										A 4.8 26 373	B 5.8 28 451	1314	757 217	784 181	369 354	370 356	376 93A	168 193	186 157A	93A 68A	61A 45A											
GUIDING LIGHT M-F 3.00P 60 CBS DD 183 195 195										A 6.9 23 537	B 7.9 26 615	1441	855 162	967 266	471 443	448 405	203 51A	72A 57A	57A 118	145 119	126 99A											
3.00 - 3.30										A 6.9 24 537																						
3.30 - 4.00										A 7.0 23 545																						
JEFFERSONS M-F 175 153 151										A 5.8 27 451	B 5.1 25 397	1437	454 117A	474 194	302 264	204 115A	131 63A	77A 64A	43A 41A	225 111A	607 444											
1 MTUWF 10.00A 30 CBS CS 175 153 151																																
2 M-F 10.00A 30																																
LAS VEGAS GAMBIT M-F 10.00A 30 NBC QG 166 133 133										A 3.1 15 241	B 3.1 15 241	1651	696 202A	733 165A	299 274	329 423	279 33v	92A 71A	129A 187A	179A 83A	460 341											
MAGAZINE(S) 1 THU. 10.00A 60 CBS DN 183 96										A 3.4 15 265																						
10.00 - 10.30										A 3.2 15 249																						
10.30 - 11.00										A 3.6 16 280																						
MORNING-CHARLES KURALT M-F 7.00A 60 CBS N 93 186 187										A 2.1 19 163	B 2.8 18 218	1466	724 288A	804 99A	251A 399	435 368	609 129A	197A 314A	345A 258A	LT LT	30v LT											
7.00 - 7.30										A 1.9 20 148																						
7.30 - 8.00										A 2.3 18 179																						
NEWSBREAK-11.57 M-F 11.57A 2 CBS N 185 162 162										A 6.1 24 475	B 6.4 28 498	1316	573 134	640 172	270 245	274 317	227 52A	69A 54A	61A 142	165 82A	284 198											
NEWSBREAK-3.57 M-F 3.57P 2 CBS N 183 175 176										A 5.1 17 397	B 6.4 20 498	1406	794 153	945 267	481 444	446 370	174 54A	77A 48A	41A 94A	154 116A	133A 109A											
ONE DAY AT A TIME-M-F 1 M-F 4.00P 30 CBS CS 166 131 131										A 4.4 16 342	B 4.3 14 335	1646	588 111A	655 278	418 310	313 199	228 79A	110A 84A	67A 92A	345 205	418 322											
2 MTHF 4.00P 30																																
ONE LIFE TO LIVE M-F 2.00P 60 ABC DD 182 199 199										A 10.0 36 778	B 8.9 32 692	1391	759 178	844 456	617 465	289 168	142 79	106 79	42A 32A	236 187	169 102											
2.00 - 2.30										A 9.9 36 770																						
2.30 - 3.00										A 10.1 37 786																						
										1370 745 169	1397 769 185	832 455	611 455	282 165	148 87	113 84	40A 30A	225 184	165 98													
										850 455	622 470	296 171	134 73A	97 74A	41A 30A	244 190	169 106															

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

[illegible]

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
													TOTAL		18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL					
WEEKEND DAYTIME CONT'D																																
BUGS BUNNY/ROAD RUNNER 3 17 192 203 A 5.5 28 428 1734 312 145^ 368 167^ 293 208^ 154^ 75^ 426 312 407 229^ 114^ 19v 309 125^ 631 299																																
SAT. 9.30A 30 CBS CA 99 99 B 7.4 33 576																																
CBS SPORTS SATURDAY 10 159 161 A 5.2 18 405 1486 644 120^ 664 223^ 317 227^ 224^284^ 619 190^ 321 320 303 261^ 99^ LT 104^ 80^																																
SAT. 4.30P 90 CBS SA 90 88 B 4.9 16 381																																
4.30 - 5.00 A 3.9 14 303 1617 751 129^ 755 277^ 396^306^ 254^294^ 579 176^ 247^241^ 247^285^ 208^ LT 75v 21v																																
5.00 - 5.30 A 5.6 19 436 1546 630 144^ 658 220^ 316 214^ 237^277^ 700 213^ 388 388 378 270^ 80^ LT 108^ 92^																																
5.30 - 6.00 A 6.0 20 467 1375 591 98^ 625 193^ 267 186^ 199^296^ 590 190^ 321 313 275 242^ 42v LT 118^ 105^																																
CBS SPORTS SUNDAY 9 181 185 A 6.2 19 482 1365 358 187^ 391 90^ 163^210^ 187^176^ 702 202^ 344 375 338 284 50v LT 222^ 158^																																
1 SUN. 4.35P 85 CBS SA 95 96 B 5.9 20 459																																
2 SUN. 4.30P 90																																
4.30 - 5.00 A 6.4 20 498 1532 406 215^ 442 104^ 216^275^ 249 167^ 829 239^ 455 482 423 299 70^ 14v 191^ 159^																																
5.00 - 5.30 A 5.9 18 459 1233 325 158^ 354 60v 122^177^ 161^177^ 628 171^ 270 319 289 286 53v 10v 198^ 124^																																
5.30 - 6.00 A 6.5 20 506 1320 344 189^ 379 105^ 152^179^ 158^182^ 648 194^ 312 330 306 265 28v LT 265 182^																																
DAFFY DUCK SHOW 39 201 A 3.7 19 288 1240 98v 21v 98v 77v 77v 77v 21v 21v 206v 94v 94v 94v 45v112v 374^159v 562^ 261^																																
2 SAT. 10.30A 30 NBC CA 97 B 5.4 22 420																																
DEAR ALEX & ANNIE-11.55AM 36 181 184 A 5.0 23 389 1686 350 219^ 470 317 398 120^ 153^ 72v 175^ 91^ 135^ 44v 84^ 40v 303^159^ 738 527																																
SAT. 11.55A 4 ABC CN 96 96 B 5.4 22 420																																
DEAR ALEX & ANNIE-11.26AM 40 128 128 A 2.7 14 210 1238 495^ 48v 495^181^ 286^210^ 180^181^ 290^158^ 158^ 34v 23v132v 238^148^ 215^ 215^																																
SUN. 11.26A 3 ABC CN 82 82 B 3.3 14 257																																
DRAG RACE 17 165 171 A 5.0 20 389 1458 198^118^ 259^ 81^ 121^ 95^ 121^125^ 246^168^ 182^100^ 18^ 84v 281^100^ 81^ 430																																
SAT. 12.30P 30 CBS CA 92 92 B 5.4 22 420																																
FACE THE NATION 40 184 186 A 3.6 19 280 1143 450 71v 514 171^ 232^232^ 146^222^ 611 104v 197^154^ 289^393^ 18v 18v LT LT																																
SUN. 11.30A 30 CBS CC 99 99 B 3.7 15 288																																
FLINTSTONES 6 152 A 2.9 12 226 796^ 67v LT 67v 67v 67v 67v LT LT 102v102v 102v102v LT LT 70v LT 557^ 425^																																
2 SAT. 12.30P 30 NBC CA 74 B 3.1 13 241																																
FLINTSTONE'S COMEDY SHW 1 7 186 191 A .8 11 62 1419^ 112v 80v 128v 97v 97v 97v LT LT 532^274v 274v289v 129v129v 81v LT 678^ 500^																																
SAT. 8.00A 30 NBC CA 96 96 B 1.5 16 117																																
FLINTSTONE'S COMEDY SHW 2 7 186 191 A 1.7 16 132 1409 212v136v 212v158v 158v 45v 54v 54v 249^128v 128v 91v 53v 68v 175v LT 773^ 500^																																
SAT. 8.30A 30 NBC CA 96 96 B 2.5 19 195																																
FONZ/HAPPY DAYS GANG 33 190 193 A 4.2 26 327 1633 175^ 95^ 251^101^ 189^113^ 137^ 62v 64v 64v 64v 25v LT LT 213^ 27v 1105 823																																
SAT. 9.00A 30 ABC CA 99 99 B 6.4 31 498																																
GODZILLA 6 200 A 2.8 20 218 1284 51v LT 51v 51v 51v 51v LT LT 431^ 91v 91v192v 156v184v LT LT 802^ 408^																																
2 SAT. 9.00A 30 NBC CA 99 99 B 3.4 21 265																																
GREATEST SUPERFRIENDS-1 34 176 176 A 2.2 31 171 1070 122v 64v 122v 35v 35v 35v 87v 87v 105v 59v 59v LT 46v 46v 59v LT 784 644^																																
SAT. 8.00A 30 ABC CA 92 92 B 3.5 26 272																																
GREATEST SUPERFRIENDS-2 34 174 176 A 3.2 29 249 1655 87v 24v 87v 31v 31v 31v 56v 56v 242^222^ 222^ LT 20v 20v 89v 24v 1237 968																																
SAT. 8.30A 30 ABC CA 92 92 B 5.0 28 389																																
HEATHCLIFF & DINGBAT 38 191 193 A 6.2 28 482 1687 147^155^ 257 206^ 236^ 59v 51v 12v 125^ 64^ 91^ 27v 61v 34v 280 132^ 1025 779																																
SAT. 11.00A 30 ABC CA 99 98 B 6.4 26 498																																
HONG KONG PHOOEY 6 195 A 3.3 16 257 1175 241^187v 241^112v 241^140v 129v LT 156v 59v 59v 42v LT 97v 408^257^ 370^ 226v																																
2 SAT. 11.30A 30 NBC CA 95 B 4.5 21 350																																

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11					
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+						
WEEKEND DAYTIME CONT'D																															
IN THE NEWS-		8.26AM				17	185	191	A	2.4	26	187	1144	128v112v	272^144v	144v	LT		70v128v		358^148v	176^234^	182^124v	135v	43v	379^	225^				
SAT.		8.26A	3	CBS	CN	97	97	B	3.7	26	288																				
IN THE NEWS-		8.56AM				17	192	203	A	3.7	28	288	1965	400^157^	511	183^	354^212^	248^157^			497	289^	347^340^	200^	63v	492	173^	465	192^		
SAT.		8.56A	3	CBS	CN	99	99	B	5.5	31	428																				
IN THE NEWS-		9.26AM				17	192	203	A	5.4	32	420	1805	302	169^	397	233^	368	218^	150^	29v	471	283^	411	278^	182^	22v	335	114^	602	283^
SAT.		9.26A	3	CBS	CN	99	99	B	7.3	35	568																				
IN THE NEWS-		10.26AM				17	184	196	A	5.1	24	397	1514	309	204^	337	192^	239^158^	130^	98^	395	229^	332	212^	121^	63v	172^	75v	610	317	
SAT.		10.26A	3	CBS	CN	97	97	B	6.1	26	475																				
IN THE NEWS-		11.56AM				17	184	192	A	5.8	24	451	1561	318	169^	422	247^	286	188^	134^	86^	286	202^	234^153^	64v	31v	301	66v	552	329	
SAT.		11.56A	3	CBS	CN	98	98	B	5.7	24	443																				
IN THE NEWS-		12.26PM				17	180	185	A	5.0	19	389	1748	339	272^	411	185^	246^145^	177^114^		348	185^	213^207^	109^	82^	385	144^	604	423		
SAT.		12.26P	3	CBS	CN	98	98	B	5.4	22	420																				
IN THE NEWS-		12.56PM				17	165	171	A	4.9	20	381	1417	200^108^	268^	80v	114^102^	136^142^		306^220^	238^	93^	86^	68v	278^	91^	565	375			
SAT.		12.56P	3	CBS	CN	92	92	B	5.2	21	405																				
IN THE NEWS-		1.26PM				17	157	170	A	3.9	16	303	1307	254^178^	340^143^	175^	99v	149^118^		300^159^	231^236^	111^	30v	287^105^		380^	271^				
SAT.		1.26P	3	CBS	CN	90	92	B	4.8	19	373																				
IN THE NEWS-8.26AM-SUN.						8		49	A	<<																					
2 SUN.		8.26A	3	CBS	CN		32		B	.7	7	54																			
IN THE NEWS-8.56AM-SUN.						6	48		A	<<																					
1 SUN.		8.56A	3	CBS	CN		31		B	1.1	8	86																			
IN THE NEWS-10.56AM						17	185	197	A	5.3	23	412	1779	270^102^	347	140^	240^205^	160^	82^	358	237^	322	160^	92^	36v	358	184^	716	389		
SAT.		10.56A	3	CBS	CN	98	98	B	5.6	24	436																				
IN THE NEWS-11.26AM						17	184	192	A	5.4	23	420	1660	291	157^	360	187^	255^231^	145^	58v	314	236^	294	159^	68v	20v	276^	69v	710	421	
SAT.		11.26A	3	CBS	CN	98	98	B	5.7	24	443																				
ISSUES AND ANSWERS						36	194	188	A	3.3	15	257	1222	622	34v	677	250^	316^311^	198^326^		398^	40v	55v145^	229^253^	LT	LT	136^	109v			
SUN.		12.00N	30	ABC	CC	99	98	B	3.7	14	288																				
JASON OF STAR COMMAND						17	157	170	A	4.3	17	335	1358	315^171^	398	162^	192^110^	146^156^		299^150^	209^209^	119^	50v	216^	56v	445	325^				
SAT.		1.00P	30	CBS	CL	90	92	B	5.1	20	397																				
JETSONS						6		196	A	3.9	19	303	789	40v	27v	40v	LT	40v	40v	26v	LT	129v	49v	49v	49v	LT	80v	284^132v	336^	122v	
2 SAT.		11.00A	30	NBC	CA		97		B	4.9	23	381																			
JONNY QUEST						37		148	A	3.1	14	241	1245	320^112v	320^171v	224v158v	149v	96v		240v	79v	95v	75v	LT	145v	253^116v	432^	282^			
2 SAT.		12.00N	30	NBC	CA		74		B	4.5	17	350																			
KIDS ARE PEOPLE TOO I						40	128	128	A	2.5	13	195	605^	174^	LT	174^	61v	97v113v	113v	LT	164^128v	128v	31v	31v	LT	134v	88v	133v	133v		
1 SUN.		10.30A	35	ABC	CL	82	82	B	2.9	13	226																				
2 SUN.		10.30A	33																												
10.30 - 11.00									A	2.5	13	195	631	174^	LT	174^	51v	92v123v	123v	LT	179^143v	143v	36v	36v	LT	145v	88v	133v	133v		
KIDS ARE PEOPLE TOO II						39	128	128	A	2.8	15	218	1147	482^	92v	482^179^	280^207^	202^174^		257^174^	174^	55v	LT	83v	216^124v	192^	192^				
1 SUN.		11.05A	25	ABC	CL	82	82	B	3.4	14	265																				
2 SUN.		11.03A	27																												

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK # DAY		START TIME		DUR		NET		PROG. TYPE		WK 1 WK 2		KEY	AVG. AUD. SHARE		AVG. AUD. (0,000)		TOTAL PERSONS (2+)	LADY WORK- OF ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)				
													%	%	WOMEN					MEN					TOTAL FEM.		TOTAL 6-11								
																					18-34	18-49	25-54	35-64	55+		18-34	18-49	25-54	35-64	55+				
WEEKEND DAYTIME CONT'D																																			
MEET THE PRESS 40 200 199 A 2.9 14 226 1398 532^128v 571 128v 146^151^ 216^350^ 717 173^ 195^160^ 345^482^ LT LT 93v 26v																																			
SUN. 12.30P 30 NBC CC 98 98 B 4.1 16 319																																			
NBC SPORTS-SUMMER SEASON 3 208 211 A 5.6 21 436 1266 353 89^ 376 99^ 232^201^ 170^142^ 690 199^ 424 407 305 223^ 85^ 13v 115^ 81^																																			
1 SAT. 3.00P 180 NBC SA 96 96 B 5.1 19 397																																			
2 SAT. 2.21P 160																																			
2.30 - 3.00 A 3.8 15 296 1274 112v 55v 169v 54v 54v 54v 58v115v 645^145v 283^412^ 304^233^ 220^ 71v 240^ 240^																																			
3.00 - 3.30 A 4.8 19 373 1011 301^ 78v 311^ 77v 180^166^ 151^121^ 614 172^ 314^317^ 268^238^ 56v LT 30v LT																																			
3.30 - 4.00 A 5.6 21 436 917 216^ 34v 239^ 51v 126^ 98^ 92^113^ 610 216^ 387 362 270^191^ 27v LT 41v LT																																			
4.00 - 4.30 A 6.2 23 482 1025 311 58v 324 91^ 164^131^ 93^160^ 620 223^ 402 371 241^191^ 50v 21v 31v 15v																																			
4.30 - 5.00 A 6.4 23 498 1468 490 140^ 510 157^ 398 363 263 112^ 786 256 596 567 395 163^ 76^ 18v 96^ 64^																																			
5.00 - 5.30 A 6.2 23 482 1873 475^114v 508 120v 341^282^ 274^167^ 884 140^ 466^453^ 388^356^ 178^ LT 303^ 241^																																			
5.30 - 6.00 A 6.8 24 529 1698 493 138^ 525 90v 276^245^ 267^249^ 748 148^ 416^350^ 304^296^ 139^ LT 286^ 230^																																			
NEW FAT ALBERT SHOW 17 180 185 A 5.2 21 405 1686 302 235^ 401 207^ 263^138^ 144^104^ 278^170^ 198^141^ 62v 80^ 330 110^ 677 402																																			
SAT. 12.00N 30 CBS CA 98 98 B 5.6 23 436																																			
PLASTICMAN/BABY PLAS SHOW 38 181 184 A 5.4 25 420 1652 279^167^ 370 252^ 315 105^ 118^ 55v 163^ 97^ 132^ 35v 66v 31v 290 161^ 829 598																																			
SAT. 11.30A 30 ABC CA 96 96 B 5.9 25 459																																			
RICHIE RICH 33 192 194 A 5.7 30 443 1655 205^ 65v 238^136^ 174^ 99^ 94^ 50v 91^ 78^ 78^ 23v 13v 13v 224^ 52v 1102 716																																			
SAT. 9.30A 30 ABC CA 99 99 B 7.3 31 568																																			
SCHOOLHOUSE ROCK-8.26AM 34 176 176 A 2.7 33 210 1171 105v 48v 105v 29v 29v 29v 76v 76v 123v 76v 76v LT 47v 47v 43v LT 900 676																																			
SAT. 8.26A 3 ABC CN 92 92 B 4.2 29 327																																			
SCHOOLHOUSE ROCK-10.26AM 38 192 194 A 5.9 28 459 1525 198^128^ 290 157^ 206^105^ 120^ 69^ 147^ 90^ 101^ 29v 57v 46v 206^ 80^ 882 654																																			
SAT. 10.26A 3 ABC CN 99 99 B 7.5 30 584																																			
SCHOOLHOUSE ROCK-10.56AM 33 190 192 A 5.8 26 451 1539 195^144^ 277 188^ 235^108^ 89^ 34v 156^130^ 156^ 46v 26v LT 288 113^ 818 626																																			
SAT. 10.56A 3 ABC CN 99 98 B 7.0 28 545																																			
SCHOOLHOUSE ROCK-11.55AM 35 135 136 A 2.6 13 202 LT LT LT LT LT LT LT LT LT LT LT LT LT LT LT LT																																			
SUN. 11.55A 4 ABC CN 85 85 B 2.8 11 218																																			
DOOBY & SCRAPPY DOO 33 192 194 A 6.3 30 490 1537 181^115^ 267 143^ 192^109^ 115^ 58v 138^ 93^ 107^ 32v 45v 31v 221^ 73^ 911 677																																			
SAT. 10.00A 30 ABC CA 99 99 B 8.2 33 638																																			
SPORTSWORLD 24 191 191 A 7.8 25 607 1588 498 219 562 194^ 381 286 251 168^ 727 271 474 424 340 211 182^ 48v 117^ 101^																																			
SUN. 4.00P 90 NBC SE 96 97 B 6.6 18 513																																			
4.00 - 4.30 A 6.6 22 513 1474 542 230^ 600 200^ 424 312 291 161^ 705 207^ 429 405 365 233^ 146^ 39v 23v 16v																																			
4.30 - 5.00 A 7.9 25 615 1655 534 247 609 202 424 319 282 177^ 713 260 480 418 339 199 201 53^ 132^ 109^																																			
5.00 - 5.30 A 8.8 27 685 1635 440 194 501 184 318 240 200 170^ 766 327 506 447 332 211 194 50^ 174^ 158^																																			
SUNDAY MORNING 40 142 142 A 3.2 22 249 1201 578 164^ 578 129^ 172^205^ 228^373^ 574 146^ 218^209^ 276^296^ 36v LT LT LT																																			
SUN. 9.00A 90 CBS N 87 87 B 4.3 22 335																																			
9.00 - 9.30 A 2.8 24 218 1179 559 165^ 559 69v 147^147^ 279^412^ 578 91v 187^157^ 276^330^ 24v LT LT LT																																			
9.30 - 10.00 A 3.3 22 257 1187 580 156^ 580 144^ 183^214^ 198^366^ 553 93v 155^162^ 289^328^ 31v LT 23v LT																																			
10.00 - 10.30 A 3.3 20 257 1288 615 167^ 615 171^ 191^249^ 218^366^ 627 249^ 320^312^ 288^257^ 46v LT LT LT																																			
TARZAN/LONE RANGER-1 3 185 192 A 5.5 24 428 1675 293 171^ 356 181^ 260^234^ 146^ 56v 338 250^ 320 168^ 80^ 18v 281 62v 700 400																																			
SAT. 11.00A 30 CBS CA 98 98 B 5.7 25 443																																			
TARZAN/LONE RANGER-2 3 185 192 A 6.1 26 475 1516 299 170^ 390 223^ 267 193^ 130^ 76^ 274 203^ 237^147^ 58v 24v 279 61v 573 338																																			
SAT. 11.30A 30 CBS CA 98 98 B 6.2 26 482																																			

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
																	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2										TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11				
WEEKEND DAYTIME CONT'D																																				
30 MINUTES						17	167	182	A	2.9	12	226					1195	403^191^	443^137^	137^	84^	222^249^			576	213^	426^328^	234^150^		96^	LT	80^	35^			
SAT.	1.30P	30	CBS	DN		93	94		B	4.0	16	311																								
THUNDARR-THE BARBARIAN						38	190	192	A	5.8	26	451					1508	175^135^	250^173^	203^	89^	68^	39^			155	126^	149^	45^	29^	LT	262^	73^	841	621	
SAT.	10.30A	30	ABC	CA		99	98		B	7.3	29	568																								
TIME OUT-8:28AM						40	186	191	A	1.1	14	86					1233^	92^	81^	104^	70^	70^	70^	LT	LT	325^	162^	162^	209^	94^	69^	152^	LT	652^	524^	
SAT.	8.28A	2	NBC	CN		96	96		B	3.2	24	249																								
TIME OUT-9:28AM						39		200	A	2.9	19	226					1482	39^	LT	39^	39^	39^	39^	LT	LT	488^	89^	89^	257^	221^	178^	LT	LT	955^	438^	
2 SAT.	9.28A	2	NBC	CN		99			B	4.4	21	342																								
TIME OUT-10:28AM						39		202	A	3.2	17	249					1490	104^	LT	104^	104^	104^	104^	LT	LT	241^	149^	149^	109^	LT	92^	482^	217^	663^	293^	
2 SAT.	10.28A	2	NBC	CN		98			B	4.7	19	366																								
TIME OUT-11:28AM						39		196	A	3.1	15	241					739^	79^	55^	79^	25^	79^	79^	54^	LT	128^	41^	41^	41^	LT	87^	241^	108^	291^	124^	
2 SAT.	11.28A	2	NBC	CN		96			B	5.2	21	405																								
TIME OUT-12:28PM						38		148	A	2.5	11	195					1200^	343^113^	343^	195^	240^	163^	148^	103^		314^	66^	138^	138^	72^	176^	113^	113^	430^	267^	
2 SAT.	12.28P	2	NBC	CN		73			B	4.1	16	319																								
TOM AND JERRY						17	185	191	A	1.9	23	148					1162	156^129^	291^	128^	155^	LT	108^	136^		365^	135^	156^	223^	210^	142^	121^	34^	385^	237^	
SAT.	8.00A	30	CBS	CA		97	97		B	3.3	25	257																								
WESTERN OPEN GOLF-SAT.(S)						167			A	3.8	15	296					1027	486^230^	523^	51^	193^	168^	324^	304^		477^	112^	133^	71^	244^	344^	LT	LT	27^	27^	
1 SAT.	3.30P	60	CBS	SE		90			A	3.5	14	272					1140	394^202^	463^	47^	128^	137^	288^	279^		622^	240^	280^	151^	294^	342^	LT	LT	55^	55^	
3.30 - 4.00									A	4.0	16	311					932	576^255^	576^	48^	245^	197^	360^	331^		356^	LT	LT	LT	202^	356^	LT	LT	LT	LT	
4.00 - 4.30																																				
WESTERN OPEN GOLF-SUN.(S)						188			A	5.6	20	436					1631	515^	94^	538^	34^	146^	256^	365^	282^		902	304^	452^	384^	412^	384^	103^	14^	88^	88^
1 SUN.	2.30P	125	CBS	SE		97			A	4.6	17	358					1841	601^112^	601^	LT	120^	212^	391^	389^		959	374^	528^	385^	425^	381^	136^	LT	145^	145^	
2.30 - 3.00									A	5.7	21	443					1630	483^	48^	483^	LT	128^	242^	367^	241^		966	384^	521^	413^	414^	379^	54^	LT	127^	127^
3.00 - 3.30									A	5.8	20	451					1694	540	98^	586	47^	163^	315^	409^	271^		952	346^	514^	435^	415^	381^	107^	26^	49^	49^
3.30 - 4.00									A	6.1	20	475					1495	486^120^	522	71^	166^	259^	324^	263^		807	166^	315^	327^	420^	414^	120^	21^	46^	46^	
4.00 - 4.30																																				
WIMBLEDON TENNIS CHMP-SAT(S)						217			A	7.9	33	615					1753	563	221^	669	194^	361^	315^	388	263^		751	325^	525	454	359^	172^	183^	29^	150^	110^
1 SAT.	9.00A	360	NBC	SE		99			A	4.5	28	350					2206	335^326^	569^	238^	413^	338^	331^	112^		651^	320^	587^	431^	331^	64^	623^	285^	363^	244^	
9.00 - 9.30									A	5.7	29	443					1752	382^280^	535	214^	302^	284^	321^	186^		692	303^	527^	459^	365^	116^	175^	LT	350^	233^	
9.30 - 10.00									A	6.4	29	498					1709	484	265^	602	190^	300^	301^	332^	251^		629	292^	405^	337^	240^	172^	181^	LT	297^	273^
10.00 - 10.30									A	8.0	32	622					1683	422	230^	526	139^	224^	217^	333^	263^		638	311^	394	330^	273^	177^	190^	LT	329^	276^
10.30 - 11.00									A	9.5	37	739					1782	486	224^	654	220^	364	283^	358	249^		738	315^	451	415	369	198^	211^	LT	179^	144^
11.00 - 11.30									A	11.0	42	856					1950	596	197^	743	232^	431	374	404	254^		870	394	595	520	398	209^	195^	26^	142^	105^
11.30 - 12.00									A	12.7	45	988					1991	681	175^	777	249	466	416	400	263		944	450	657	595	418	197^	135^	30^	135^	65^
12.00 - 12.30									A	11.0	40	856					1944	662	210^	818	280	523	393	484	266^		871	387	600	530	392	197^	147^	30^	108^	64^
12.30 - 1.00									A	7.5	29	584					1455	622	236^	676	160^	301^	265^	395^	317^		616	264^	449	411	300^	125^	163^	30^	LT	LT
1.00 - 1.30									A	6.4	26	498					1438	635	205^	669	123^	310^	272^	445^	313^		662	218^	458^	408^	371^	181^	107^	36^	LT	LT
1.30 - 2.00									A	6.2	26	482					1398	595	209^	595	79^	254^	258^	402^	297^		696	239^	534	412^	365^	162^	107^	LT	LT	LT
2.00 - 2.30									A	6.1	25	475					1379	592	194^	592	82^	229^	235^	354^	323^		661	190^	503	403^	400^	158^	126^	LT	LT	LT
2.30 - 3.00																																				

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. JUNE 29, 1981

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{					10,970 14.1				15,640 20.1							
	ABC TV						BREAKING AWAY (R)(OP)				ABC MONDAY NIGHT MOVIE ALL GOD'S CHILDREN(R)							
	AVERAGE AUDIENCE (Households (000) & %)	{					7,310 9.4	8.8*		9.9*	7,470 9.6	9.0*		9.1*		10.1*		10.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					20 8.6	20 *		21 *	18 9.0	17 *		16 *		19 *		20 *
E K 2	TOTAL AUDIENCE (Households (000) & %)	{					11,280 14.5		12,140 15.6		17,740 22.8		16,570 21.3		16,650 21.4			
	CBS TV						WKRP IN CINCINNATI (R)		TIM CONWAY SHOW (R)(OP)		M*A*S*H (R)		HOUSE CALLS (R)		LOU GRANT (R)			
	AVERAGE AUDIENCE (Households (000) & %)	{					9,490 12.2		10,040 12.9		15,170 19.5		14,860 19.1		12,680 16.3		16.4*	16.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					27 12.0	27 12.5	27 12.0	37 13.9	37 18.5	34 20.5	34 18.4	32 19.8	32 16.6	31 *	31 *	32 *
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{					12,600 16.2				13,620 17.5				14,160 18.2			
	NBC TV						LITTLE HOUSE-PRAIRIE (R)(OP)				FLAMINGO ROAD (R)(SUS-OP)				LAST CONVERTIBLE (R)			
	AVERAGE AUDIENCE (Households (000) & %)	{					9,260 11.9	11.4*		12.5*	9,570 12.3	11.5*		13.2*	10,430 13.4	13.3*		13.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					26 10.6	25 *		26 *	23 11.2	22 *		24 *	26 13.2	25 *		27 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					10,660 13.7				15,950 20.5							
	ABC TV						BREAKING AWAY (R)(OP)				ABC MONDAY NIGHT MOVIE MOTHER AND DAUGHTER-THE LOVING WAR(R)							
	AVERAGE AUDIENCE (Households (000) & %)	{					7,240 9.3	9.2*		9.4*	8,560 11.0	9.2*		10.7*		12.0*		12.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					19 9.0	20 *		19 *	20 9.2	17 *		19 *		22 *		22 *
E K 2	TOTAL AUDIENCE (Households (000) & %)	{					12,600 16.2		11,440 14.7		19,220 24.7		17,580 22.6		17,890 23.0			
	CBS TV						WKRP IN CINCINNATI (R)		TIM CONWAY SHOW (R)(OP)		M*A*S*H (R)		HOUSE CALLS (R)		LOU GRANT (R)			
	AVERAGE AUDIENCE (Households (000) & %)	{					10,810 13.9		9,800 12.6		16,730 21.5		15,640 20.1		14,470 18.6		17.8*	19.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					30 13.3		26 14.6		40 20.1		36 19.9		34 17.3		32 *	36 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					12,450 16.0				11,590 14.9				12,060 15.5			
	NBC TV						LITTLE HOUSE-PRAIRIE (R)(OP)				FLAMINGO ROAD (R)(OP)				LAST CONVERTIBLE (R)			
	AVERAGE AUDIENCE (Households (000) & %)	{					9,260 11.9	11.5*		12.3*	7,620 9.8	9.2*		10.4*	9,260 11.9	11.5*		12.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					25 11.0	25 *		25 *	18 9.1	17 *		19 *	22 11.3	21 *		23 *
TV HOUSEHOLDS USING TV			WK. 1	44.3	45.0	44.9	44.5	44.3	45.6	46.6	49.6	50.7	53.8	55.5	56.3	53.6	52.1	51.4
(See Def. 1)			WK. 2	44.5	45.0	45.1	45.8	45.3	48.2	48.8	50.0	52.8	55.5	55.7	56.2	54.8	55.2	54.5
U.S. TV Households																		

U.S. TV Households 77 800 000

For explanation of symbols. See page A

EVE. MON. JULY 6, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. JUNE 30, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					14,000 18.0		14,940 19.2		18,050 23.2		17,970 23.1		19,290 24.8				
	ABC TV					HAPPY DAYS (R)		LAVERNE & SHIRLEY (R)		THREE'S COMPANY (R)		TOO CLOSE FOR COMFORT (R)(OP)		HART TO HART (R)				
	AVERAGE AUDIENCE (Households (000) & %)					11,980 15.4		13,300 17.1		15,950 20.5		15,870 20.4		14,860 19.1		19.0*	19.1*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					33 14.4	16.5	35 16.6	17.5	39 19.7	21.2	37 20.2	20.6	36 19.3	18.8	18.9	37* 19.3	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					9,800 12.6		7,160 9.2		15,790 20.3								
	CBS TV					CRONKITE'S UNIVERSE		FLO (OP)						TRANSPLANT (R)				
	AVERAGE AUDIENCE (Households (000) & %)					8,400 10.8		6,460 8.3		9,960 12.8	9.8*		12.2*		14.1*		15.1*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					23 11.0	10.6	17 8.5	8.0	24 9.0	19* 10.7		22* 12.2	22* 12.2	26* 14.6	15.2	29* 14.9	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					10,500 13.5				12,290 15.8				10,660 13.7				
	NBC TV					LOBO (R)(OP)				HILL STREET BLUES (R)(OP)				NERO WOLFE (R)				
	AVERAGE AUDIENCE (Households (000) & %)					7,860 10.1	9.1*		11.0*	8,950 11.5	11.2*		11.7*	7,860 10.1	9.9*		10.3*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					21 8.7	20* 9.6		22* 11.3	21 11.1	22* 11.2		21* 11.7	19 9.8	18* 10.0	10.1	20* 10.4	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					15,020 19.3		14,240 18.3		16,650 21.4		15,250 19.6		17,970 23.1				
	ABC TV					HAPPY DAYS (R)		LAVERNE & SHIRLEY (R)		THREE'S COMPANY (R)		TOO CLOSE FOR COMFORT (R)(OP)		HART TO HART (R)				
	AVERAGE AUDIENCE (Households (000) & %)					12,760 16.4		12,530 16.1		14,470 18.6		13,770 17.7		14,320 18.4		17.8*	18.9*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					35 15.8	17.1	35 15.9	16.3	37 17.7	19.5	34 17.2	18.1	34 17.6	33* 18.1		35* 18.7 19.1	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					9,960 12.8		8,090 10.4		16,800 21.6								
	CBS TV					CRONKITE'S UNIVERSE		FLO (R)(OP)		CBS TUESDAY NIGHT MOVIES SOME KIND OF MIRACLE(R)								
	AVERAGE AUDIENCE (Households (000) & %)					8,480 10.9		7,000 9.0		10,350 13.3	10.9*		12.6*		14.8*		15.0*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					23 11.0	10.7	19 9.1	9.0	25 10.3	22* 11.5		24* 12.2	24* 12.9	27* 14.9	14.8	28* 15.0 15.1	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					10,970 14.1				11,750 15.1				12,370 15.9				
	NBC TV					LOBO (R)(OP)				HILL STREET BLUES (R)(SUS-OP)				NERO WOLFE (R)				
	AVERAGE AUDIENCE (Households (000) & %)					7,700 9.9	9.3*		10.6*	8,090 10.4	9.4*		11.3*	9,880 12.7	12.4*		13.1*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					21 9.1	20* 9.5		23* 10.3	20 9.4	19* 9.4		22* 10.8	23 12.0	23* 12.8		24* 13.1 13.0	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	45.9	45.7	44.4	44.8	45.7	47.6	48.3	49.6	50.8	53.0	55.1	56.1	54.0	53.4	52.5	52.0
		WK. 2	46.7	48.5	47.3	47.0	46.3	46.9	46.2	47.1	48.5	51.1	51.6	53.2	53.9	54.6	54.1	54.1

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.TUE. JULY 7, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					13,150 16.9				17,660 22.7								
	ABC TV					CHARLIE'S ANGELS (R)(OP)					ABC SUMMER MOVIE MAKE ME AN OFFER(R)							
	AVERAGE AUDIENCE (Households (000) & %)					10,190 13.1	12.4*		13.8*	11,510 14.8	13.1*		14.3*		15.8*		15.9*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 11.9	26 *		27 *	27 13.0	25 *		26 *		29 *		29 *	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					14,240 18.3				17,270 22.2								
	CBS TV					LIGHTS-ACTION-AFRICA (OP)					CBS WEDNESDAY NIGHT MOVIE WHO'LL SAVE OUR CHILDREN(R)							
	AVERAGE AUDIENCE (Households (000) & %)					11,050 14.2	14.2*		14.3*	11,050 14.2	11.8*		13.4*		15.5*		16.2*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					29 14.1	30 *		28 *	26 11.6	22 *		24 *		28 *		30 *	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					14,390 18.5				15,170 19.5		15,170 19.5		14,860 19.1				
	NBC TV					REAL PEOPLE (R)(OP)					DIFF'RENT STROKES (R)		FACTS OF LIFE (R)(SUS-OP)		QUINCY, M.E. (R)			
	AVERAGE AUDIENCE (Households (000) & %)					10,350 13.3	12.3*		14.3*	13,300 17.1		13,300 17.1		12,290 15.8	15.6*		15.9*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 11.7	26 *		28 *	32 16.2		31 18.1		29 17.0	28 *		29 *	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					10,660 13.7				16,570 21.3								
	ABC TV					CHARLIE'S ANGELS (R)(OP)					ABC SUMMER MOVIE WHITE LINE FEVER(R)							
	AVERAGE AUDIENCE (Households (000) & %)					7,470 9.6	9.2*		9.9*	10,040 12.9	10.5*		12.7*		14.8*		14.2	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					21 9.4	20 *		21 *	25 9.9	21 *		24 *		28 *		26 *	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					17,890 23.0												
	CBS TV					PIRATE (R)(OP)												
	AVERAGE AUDIENCE (Households (000) & %)					8,560 11.0	8.9*		9.5*		10.6*		11.1*		12.5*		13.7*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					22 8.9	20 *		20 *		21 *		21 *		23 *		26 *	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					15,950 20.5				15,640 20.1		16,100 20.7		17,430 22.4				
	NBC TV					REAL PEOPLE (R)(OP)					DIFF'RENT STROKES (R)		FACTS OF LIFE (R)(OP)		QUINCY, M.E. (R)			
	AVERAGE AUDIENCE (Households (000) & %)					12,060 15.5	15.0*		16.0*	13,930 17.9		14,780 19.0		13,150 16.9	16.7*		17.2*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					34 14.3	33 *		34 *	36 17.3		36 18.5		32 16.7	31 *		33 *	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	45.4	46.0	46.4	47.2	47.2	48.5	50.1	51.5	51.8	54.3	55.0	55.3	55.1	55.5	55.3	54.5
		WK. 2	44.5	45.1	44.7	45.7	44.9	45.2	45.9	47.5	49.4	51.2	52.6	54.4	53.2	53.3	52.6	51.1

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. JULY 2, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					12,210 15.7		12,990 16.7		13,770 17.7		14,080 18.1		20,230 26.0			
	ABC TV					MORK & MINDY (R)		BOSOM BUDDIES (R)		BARNEY MILLER (R)		TAXI (R)(OP)		20/20			
	AVERAGE AUDIENCE (Households (000) & %)					9,800 12.6		11,590 14.9		11,590 14.9		12,530 16.1		15,560 20.0			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					28 11.8		31 13.3		30 14.6		31 15.1		38 20.1		40 * 21.6	19.2* 19.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					10,660 13.7				14,550 18.7				14,550 18.7			
	CBS TV					WALTONS (R)(OP)				MAGNUM, P.I. (R)				KNOTS LANDING (R)			
	AVERAGE AUDIENCE (Households (000) & %)					7,780 10.0				10,500 13.5				11,360 14.6			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					21 9.7		22 * 9.9		27 10.4		25 * 10.1		28 * 11.8		26 * 13.2	15.7* 15.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					11,440 14.7				13,850 17.8							
	NBC TV					NBC MAGAZINE (R)(OP)				NBC THURSDAY NIGHT MOVIES BEGGARMAN, THIEF, PART 1(R)(OP)							
	AVERAGE AUDIENCE (Households (000) & %)					8,010 10.3				6,610 8.5							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					22 10.1		23 * 10.3		17 8.8		18 * 8.8		18 * 9.1		16 * 9.0	7.7* 7.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					12,680 16.3		12,910 16.6		12,680 16.3		13,540 17.4		18,210 23.4			
	ABC TV					MORK & MINDY (R)		BOSOM BUDDIES (R)		BARNEY MILLER (R)		TAXI (R)(OP)		20/20			
	AVERAGE AUDIENCE (Households (000) & %)					10,660 13.7		11,130 14.3		11,280 14.5		11,750 15.1		13,380 17.2			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					31 13.1		30 14.4		29 13.8		29 14.7		33 17.3		32 * 17.4	17.1* 16.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					10,500 13.5				15,330 19.7				14,700 18.9			
	CBS TV					WALTONS (R)(OP)				MAGNUM, P.I. (R)				KNOTS LANDING (R)			
	AVERAGE AUDIENCE (Households (000) & %)					7,860 10.1				11,830 15.2				10,970 14.1			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					22 9.1		21 * 9.6		30 10.7		29 * 11.1		31 * 14.3		25 * 15.7	14.8* 14.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					11,510 14.8				13,380 17.2							
	NBC TV					NBC MAGAZINE (R)(OP)				NBC THURSDAY NIGHT MOVIES THE ADVENTURES OF HUCKLEBERRY FINN (SUS-OP)							
	AVERAGE AUDIENCE (Households (000) & %)					8,170 10.5				7,080 9.1							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					23 10.3		23 * 10.1		18 10.9		16 * 10.6		16 * 8.1		19 * 10.3	10.2* 9.8
TV HOUSEHOLDS USING TV		WK. 1	41.7	42.2	42.0	43.0	43.7	45.8	47.9	48.8	48.7	50.2	50.8	52.2	52.3	53.0	52.9
(See Def. 1)		WK. 2	44.2	44.9	45.7	45.8	43.7	44.9	47.6	49.2	49.3	50.5	51.1	52.6	54.1	53.9	53.0

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.THU. JULY 9, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. JULY 3, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					9,490 12.2		9,570 12.3		14,780 19.0							
	ABC TV					BENSON (R)		I'M A BIG GIRL NOW (R)(OP)						ABC FRIDAY NIGHT MOVIE OBSESSION(R)			
	AVERAGE AUDIENCE (Households (000) & %)					8,250 10.6		8,560 11.0		8,090 10.4				10.0*		10.4*	10.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					26 10.2	10.9	27 10.8	11.1	25 10.6	25* 10.2			24* 9.9		25* 10.5	26* 11.1
1	TOTAL AUDIENCE (Households (000) & %)					10,580 13.6				17,580 22.6				14,160 18.2			
	CBS TV							INCREDIBLE HULK (R)(OP)				DUKES OF HAZZARD (R)					DALLAS (R)
	AVERAGE AUDIENCE (Households (000) & %)					7,620 9.8				12,840 16.5				10,660 13.7		13.7*	13.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					24 8.6	8.7* 8.8		10.8* 11.0	40 14.5	37* 16.3			42* 17.8	32 13.9	32* 13.4	32* 13.8
2	TOTAL AUDIENCE (Households (000) & %)					9,650 12.4		6,920 8.9		10,190 13.1							
	NBC TV					HARPER VALLEY (R)		SANFORD (OP)						NBC FRIDAY NIGHT MOVIE BEGGARMAN, THIEF, PART 2(R) (SUS-OP)			
	AVERAGE AUDIENCE (Households (000) & %)					8,480 10.9		5,760 7.4		4,820 6.2						6.9*	7.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					27 10.7	11.2	18 7.1	7.6	15 5.3	13* 5.3			5.4* 5.4		16* 7.3	17* 7.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					11,050 14.2		11,280 14.5		14,940 19.2							
	ABC TV					BENSON (R)		I'M A BIG GIRL NOW (R)(OP)						ABC FRIDAY NIGHT MOVIE ROBIN & MARIAN			
	AVERAGE AUDIENCE (Households (000) & %)					9,800 12.6		9,800 12.6		8,480 10.9						11.6*	11.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					29 11.9	13.3	28 12.5	12.6	22 10.0	20* 9.6			20* 10.1		24* 11.8	24* 11.9
2	TOTAL AUDIENCE (Households (000) & %)					10,810 13.9				16,960 21.8				15,090 19.4			
	CBS TV							INCREDIBLE HULK (R)(OP)				DUKES OF HAZZARD (R)					DALLAS (R)
	AVERAGE AUDIENCE (Households (000) & %)					6,850 8.8				12,840 16.5				11,590 14.9		14.5*	15.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					20 7.7	7.8* 7.9		9.7* 9.9	33 13.9	31* 16.2			36* 18.3	31 14.4	30* 14.7	31* 15.3
2	TOTAL AUDIENCE (Households (000) & %)					9,020 11.6		7,470 9.6		13,380 17.2							
	NBC TV					HARPER VALLEY (R)		SANFORD (OP)						NBC FRIDAY NIGHT MOVIE MRS. R'S DAUGHTER(R)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)					7,700 9.9		6,380 8.2		8,710 11.2						11.9*	12.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					23 9.9		18 7.8	8.5	23 9.8	21* 10.2			21* 10.8		24* 12.1	25* 12.4
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	37.8	37.7	38.3	40.0	40.2	41.3	40.5	41.8	41.3	41.4	41.8	42.0	41.9	42.7	42.6
		WK. 2	40.6	41.4	41.4	42.3	42.0	44.4	45.3	46.0	47.4	49.2	50.1	50.5	48.7	48.5	48.7

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.FRI. JULY 10, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. JULY 4, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					7,940 10.2				13,850 17.8				13,620 17.5			
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					5,600 7.2				9,800 12.6				10,430 13.4			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					19 6.4	6.7* 18 *		7.6* 20 *	33 10.7	11.4* 31 *		13.8* 36 *	33 13.2	13.1* 33 *		13.6* 34 *
1	TOTAL AUDIENCE (Households (000) & %)					9,880 12.7				13,300 17.1							
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					7,160 9.2	8.6* 23 *		9.8* 26 *	8,480 10.9	9.9* 27 *		10.2* 26 *		11.3* 28 *		12.5* 31 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					25 8.3	8.9	9.7	9.8	28 9.7	27 *	10.1	10.3	11.0	11.5	12.2	12.7
2	TOTAL AUDIENCE (Households (000) & %)					11,830 15.2				10,190 13.1							
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					8,320 10.7	10.9* 30 *		10.5* 28 *	3,970 5.1	5.4* 14 *		4.7* 12 *		5.5* 14 *		4.8* 12 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					29 8.3	30 *		28 *	13 14.9	14 *		12 *		14 *		12 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					11,510 14.8				16,260 20.9				17,350 22.3			
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					8,090 10.4	9.0* 22 *		11.9* 28 *	13,230 17.0	15.8* 35 *		18.2* 39 *	13,070 16.8	16.7* 37 *		16.9* 38 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					25 8.3	22 *	11.2	12.6	37 14.9	35 *	18.1	18.3	16.6	16.8	17.1	16.8
1	TOTAL AUDIENCE (Households (000) & %)					14,080 18.1								8,400 10.8			
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					7,310 9.4	9.8* 24 *		9.6* 23 *		9.5* 21 *		8.8* 19 *	5,370 6.9	6.7* 15 *		7.1* 16 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					22 10.2	24 *	9.4	23 *	9.8	9.2	8.9	8.7	6.9	6.5	6.9	7.3
2	TOTAL AUDIENCE (Households (000) & %)					11,440 14.7				8,400 10.8				9,800 12.6			
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					8,320 10.7	11.1* 27 *		10.3* 24 *	5,760 7.4	7.1* 16 *		7.7* 16 *	7,000 9.0	8.9* 20 *		9.1* 20 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					26 10.9	27 *	10.8	24 *	16 7.1	16 *	7.5	7.8	8.8	9.0	8.9	9.2
TV HOUSEHOLDS USING TV		WK. 1	34.2	35.6	35.3	36.2	36.7	36.7	37.2	37.5	37.1	37.5	38.1	39.5	40.3	40.0	40.4
(See Def. 1)		WK. 2	39.4	40.3	40.6	40.8	40.6	40.9	41.7	42.8	43.9	45.5	46.5	47.1	45.4	45.2	44.5
U.S. TV Households: 77,800,000																	

For explanation of symbols, See page A.

EVE.SAT. JULY 11, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. JULY 4, 1981

WEEKEND AUDIENCE ESTIMATES																		EVE. SAT. JULY 4, 1981			
TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	4,590 5.9																		
	ABC TV		ABC WEEKEND REPORT-SAT.																		
	AVERAGE AUDIENCE (Households (000) & %)	{	4,280																		
	SHARE OF AUDIENCE %		5.5																		
	AVG. AUD. BY ¼ HR. %		15																		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{																			
	CBS TV																				
	AVERAGE AUDIENCE (Households (000) & %)	{																			
	SHARE OF AUDIENCE %																				
	AVG. AUD. BY ¼ HR. %																				
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{			10,810 13.9																
	NBC TV				SATURDAY NIGHT (11:30-12:47AM) (SUSTAINING 12:47-1:00AM)																
	AVERAGE AUDIENCE (Households (000) & %)	{			6,070 7.8																
	SHARE OF AUDIENCE %				29	8.1*			7.9*												
	AVG. AUD. BY ¼ HR. %				8.0	28 *			29 *												
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{	5,130 6.6																		
	ABC TV		ABC WEEKEND REPORT-SAT.																		
	AVERAGE AUDIENCE (Households (000) & %)	{	5,060																		
	SHARE OF AUDIENCE %		6.5																		
	AVG. AUD. BY ¼ HR. %		16																		
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{																			
	CBS TV																				
	AVERAGE AUDIENCE (Households (000) & %)	{																			
	SHARE OF AUDIENCE %																				
	AVG. AUD. BY ¼ HR. %																				
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{			10,810 13.9																
	NBC TV				SATURDAY NIGHT (11:30-12:51AM) (SUSTAINING 12:51-1:00AM)																
	AVERAGE AUDIENCE (Households (000) & %)	{			6,220 8.0																
	SHARE OF AUDIENCE %				27	8.6*			8.0*		7.3*										
	AVG. AUD. BY ¼ HR. %				8.4	26 *			28 *		30 *										
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	38.4	35.4	29.7	28.5	27.6	26.8	24.0	22.3	19.6	17.8	16.6	15.0	13.2	11.7	10.5	9.8			
		WK. 2	42.1	38.6	33.8	32.2	30.4	27.5	24.9	23.6	20.3	18.1	16.2	14.8	12.8	11.4	10.3	9.1			

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.SAT. JULY 11, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. JULY 5, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 9,340 12.0								15,640 20.1							
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,590 5.9								9,490 12.2							
	SHARE OF AUDIENCE %	{ 13	5.7*			5.5*		6.0*	6.3*	10.9*			12.3*		12.9*		12.5*
W E E K 2	AVG. AUD. BY ¼ HR.	{ 5.9	5.4	5.4	5.5	6.1	5.9	6.0	6.6	10.3	11.5	11.9	12.8	13.1	12.6	12.6	12.5
	TOTAL AUDIENCE (Households (000) & %)	{ 19,450 25.0				12,060 15.5		12,290 15.8		11,830 15.2		14,080 18.1		17,510 22.5			
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 15,250 19.6	19.1*		20.1*	10,890 14.0		10,890 14.0		10,430 13.4		12,060 15.5		14,080 18.1		17.9*	18.3*
W E E K 3	SHARE OF AUDIENCE %	{ 44	44 *		44 *	30		29		25		28		35	34 *		36 *
	AVG. AUD. BY ¼ HR.	{ 18.1	20.0	20.9	19.2	13.9	14.1	13.7	14.3	12.9	13.9	14.6	16.4	17.3	18.6	18.5	18.0
	TOTAL AUDIENCE (Households (000) & %)	{ 12,060 15.5				17,890 23.0								10,660 13.7			
	NBC TV																
W E E K 4	AVERAGE AUDIENCE (Households (000) & %)	{ 8,640 11.1	10.5*		11.7*	11,440 14.7	12.8*		14.9*		15.6*		15.5*	8,560 11.0	10.9*		11.0*
	SHARE OF AUDIENCE %	{ 25	24 *		26 *	29	28 *		30 *		29 *		28 *	22	21 *		22 *
	AVG. AUD. BY ¼ HR.	{ 10.0	10.9	11.5	11.9	12.4	13.2	14.4	15.5	15.6	15.7	15.8	15.2	10.8	11.1	11.0	11.0
	TOTAL AUDIENCE (Households (000) & %)	{ 7,780 10.0								20,310 26.1							
W E E K 5	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,050 5.2	4.2*		4.6*		5.5*		6.5*	9,180 11.8							
	SHARE OF AUDIENCE %	{ 11	10 *		10 *		11 *		13 *	11.3*			11.1*		12.4*		12.1*
	AVG. AUD. BY ¼ HR.	{ 4.4	3.9	4.4	4.7	5.6	5.5	5.9	7.2	11.6	11.1	10.9	11.3	12.4	12.4	12.4	11.9
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{ 18,520 23.8				12,910 16.6		13,150 16.9		15,170 19.5		16,100 20.7		18,210 23.4			
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 14,390 18.5	18.5*		18.6*	11,050 14.2		11,590 14.9		13,300 17.1		14,470 18.6		14,940 19.2		18.6*	19.7*
	SHARE OF AUDIENCE %	{ 42	44 *		41 *	29		29		32		34		36	35 *		37 *
W E E K 7	AVG. AUD. BY ¼ HR.	{ 17.6	19.4	18.8	18.3	13.5	14.9	14.7	15.1	16.0	18.2	18.0	19.3	18.4	18.8	19.8	19.7
	TOTAL AUDIENCE (Households (000) & %)	{ 13,540 17.4				15,400 19.8				15,870 20.4							
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 9,730 12.5	11.3*		13.7*	12,140 15.6	15.2*		16.0*	9,490 12.2			11.8*		12.8*		13.2*
W E E K 8	SHARE OF AUDIENCE %	{ 28	27 *		30 *	31	32 *		31 *	23	11.1*		22 *		24 *		25 *
	AVG. AUD. BY ¼ HR.	{ 10.5	12.0	13.6	13.7	15.0	15.4	16.1	15.8	10.8	11.3	11.7	11.8	12.6	12.9	13.0	13.4
	TV HOUSEHOLDS USING TV	WK. 1 42.9	44.5	45.5	45.8	45.9	47.0	47.9	50.1	51.9	53.9	55.3	54.9	51.9	51.9	50.8	49.5
	(See Def. 1) WK. 2 41.5	43.3	44.8	46.0	47.3	49.1	50.4	51.5	52.0	54.3	54.4	54.7	54.1	53.6	53.7	52.7	

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.SUN. JULY 12, 1981

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	4,050 5.2														
	ABC TV		ABC WEEKEND REPORT SUN														
	AVERAGE AUDIENCE (Households (000) & %)	{	3,660 4.7														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	11 4.7														
1	TOTAL AUDIENCE (Households (000) & %)	{	6,300 8.1														
	CBS TV		CBS SUNDAY NEWS OSGOOD														
	AVERAGE AUDIENCE (Households (000) & %)	{	5,990 7.7														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	17 7.7														
1	TOTAL AUDIENCE (Households (000) & %)	{		2,880 3.7													
	NBC TV			NBC LATE NIGHT MOVIE THE MISSOURI BREAKS(R) (11:30-12:45AM) (SUSTAINING 12:46-1:00AM)													
	AVERAGE AUDIENCE (Households (000) & %)	{		1,790 2.3		2.6*		2.3*									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%		9 2.3		8*		9*		1.9	1.5						
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		3,660 4.7													
	ABC TV		(1) (-OP)	ABC WEEKEND REPORT-SUN. (11:33-11:48PM) (OP)													
	AVERAGE AUDIENCE (Households (000) & %)	{		3,500 4.5													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%		12.4* 27*		13											
2	TOTAL AUDIENCE (Households (000) & %)	{	12.9	12.0	4.6	4.3											
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{	6,770 8.7														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	18 8.4														
2	TOTAL AUDIENCE (Households (000) & %)	{		2,960 3.8													
	NBC TV			NBC LATE NIGHT MOVIE SIDE SHOW(R) (11:30-12:15AM) (SUSTAINING 12:15-1:30AM)													
	AVERAGE AUDIENCE (Households (000) & %)	{		2,180 2.8		2.9*											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%		8 2.8		8*		2.6									
TV HOUSEHOLDS USING TV		WK. 1	45.0	39.8	33.1	29.7	26.0	23.4	20.2	18.2	15.4	13.3	10.7	8.9	7.3	6.2	5.3
(See Def. 1)		WK. 2	48.8	44.6	36.9	33.2	28.8	25.7	22.3	20.0	17.6	15.3	12.4	10.4	8.1	6.5	5.7
U.S. TV Households: 77,800,000																	

(1) ABC SUNDAY NIGHT MOVIE, NICKELODEON, ABC (9:00-11:33PM)

For explanation of symbols, See page A

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			3,810 4.9				4,820 6.2									
	ABC TV			GOOD MORNING, AMERICA-730 (CO-OP)				GOOD MORNING, AMERICA-830 (CO-OP)									
	AVERAGE AUDIENCE (Households (000) & %)			3,030 3.9				3,970 5.1									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			31 3.7				27 5.0									
E E K 2	TOTAL AUDIENCE (Households (000) & %)	2,880 3.7				2,650 3.4								5,450 7.0		6,460 8.3	
	CBS TV			MORNING-CHARLES KURALT				CAPTAIN KANGAROO						JEFFERSONS M-F (MTUWF)(S)(OP)		ALICE-M-F (MTUWF)(S)(OP)	
	AVERAGE AUDIENCE (Households (000) & %)	1,630 2.1	1.8*		2.4*	1,630 2.1	2.0*		2.3*					4,280 5.5		5,600 7.2	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	19 1.6	19*		19*	12 1.8	12*		12*					26 4.9	6.1	32 6.9	7.5
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			3,810 4.9				4,280 5.5						2,650 3.4		3,500 4.5	
	NBC TV			TODAY SHOW-7.30AM (CO-OP)				TODAY SHOW-8.30AM (CO-OP)						LAS VEGAS GAMBIT		BLOCKBUSTERS	
	AVERAGE AUDIENCE (Households (000) & %)			2,960 3.8				3,420 4.4						2,260 2.9		2,960 3.8	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			30 3.6				24 4.6						14 2.8	3.1	17 3.8	3.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			3,810 4.9				4,280 5.5									(SUS-OP)
	ABC TV			GOOD MORNING, AMERICA-730 (CO-OP)				GOOD MORNING, AMERICA-830 (CO-OP)									
	AVERAGE AUDIENCE (Households (000) & %)			3,030 3.9				3,500 4.5									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			30 3.9				25 4.5									
E E K 2	TOTAL AUDIENCE (Households (000) & %)	2,960 3.8				2,570 3.3								5,760 7.4		6,460 8.3	
	CBS TV			MORNING-CHARLES KURALT				CAPTAIN KANGAROO						JEFFERSONS M-F		ALICE-M-F >(SUS-OP)	
	AVERAGE AUDIENCE (Households (000) & %)	1,630 2.1	2.0*		2.3*	1,560 2.0	1.7*		2.3*					4,750 6.1		5,600 7.2	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	18 1.8	20*		18*	12 1.5	11*		13*					29 5.6	6.6	33 7.2	7.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			3,730 4.8				4,200 5.4						2,880 3.7		3,270 4.2	
	NBC TV			TODAY SHOW-7.30AM (CO-OP)				TODAY SHOW-8.30AM (CO-OP)						LAS VEGAS GAMBIT		BLOCKBUSTERS >(SUS-OP)	
	AVERAGE AUDIENCE (Households (000) & %)			2,880 3.7				3,500 4.5						2,490 3.2		2,720 3.5	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			28 3.6				25 4.4						15 3.1	3.3	16 3.6	3.5
TV HOUSEHOLDS USING TV WK. 1 (See Def. 1)		WK. 2	6.2	7.7	9.4	11.0	13.1	15.2	16.5	17.5	18.6	20.0	20.6	20.9	20.7	21.9	22.1
U.S. TV Households: 77,800,000			6.8	8.3	9.9	11.0	12.8	14.4	16.3	17.6	18.7	19.6	20.1	21.1	21.2	21.9	22.0

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)	8,640 11.1 THREE'S COMPANY DAYTIME				6,920 8.9 FAMILY FEUD		7,240 9.3 RYAN'S HOPE (SUS-OP)		10,430 13.4 ALL MY CHILDREN (OP)				10,110 13.0 ONE LIFE TO LIVE (SUS-OP)			
	AVERAGE AUDIENCE (Households (000) & %)	6,300 8.1 7.6*				5,840 7.5 29		6,070 7.8 30		7,860 10.1 36				7,620 9.8 36			
	SHARE OF AUDIENCE %	33 7.0				29 7.4		30 7.7		34 10.0				36 10.5			
	AVG. AUD. BY ¼ HR.	8.1 8.6				8.7* 8.7		7.5 7.6		9.8* 10.0				9.8* 9.7			
E K 2	TOTAL AUDIENCE (Households (000) & %)	5,210 6.7 PRICE IS RIGHT 1 (OP)				6,220 8.0 PRICE IS RIGHT 2 (OP)		8,250 10.6 YOUNG AND THE RESTLESS				6,540 8.4 AS THE WORLD TURNS				5,130 6.6 SEARCH FOR TOMORROW	
	AVERAGE AUDIENCE (Households (000) & %)	4,510 5.8 25				5,370 6.9 28		5,680 7.3 28		4,900 6.3 23				4,510 5.8 21			
	SHARE OF AUDIENCE %	5.7 6.0				6.7 7.2		7.1* 7.3		7.5* 7.6				6.5* 6.6			
	AVG. AUD. BY ¼ HR.	5.7 6.0				6.7 7.2		7.1* 7.3		7.5* 7.6				6.5* 6.6			
W E K 1	TOTAL AUDIENCE (Households (000) & %)	4,510 5.8 WHEEL OF FORTUNE				4,050 5.2 PASSWORD PLUS		2,410 3.1 CARD SHARKS		3,030 3.9 DOCTORS				4,510 5.8 ANOTHER WORLD (M-TH)(S)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)	3,970 5.1 22				3,500 4.5 18		2,020 2.6 10		2,490 3.2 12				3,270 4.2 15			
	SHARE OF AUDIENCE %	5.0 5.1				4.5 4.5		2.5 2.6		3.2 3.3				4.9 4.9			
	AVG. AUD. BY ¼ HR.	5.0 5.1				4.5 4.5		2.5 2.6		3.2 3.3				4.9 4.9			
W E K 2	TOTAL AUDIENCE (Households (000) & %)	8,870 11.4 THREE'S COMPANY DAYTIME >(SUS-OP)				7,470 9.6 FAMILY FEUD		7,240 9.3 RYAN'S HOPE (SUS-OP)		9,730 12.5 ALL MY CHILDREN (SUS-OP)>(OP)				10,190 13.1 ONE LIFE TO LIVE (SUS-OP)			
	AVERAGE AUDIENCE (Households (000) & %)	6,540 8.4 35				6,300 8.1 31		5,990 7.7 29		7,310 9.4 33				7,860 10.1 37			
	SHARE OF AUDIENCE %	7.6 8.1				8.0* 8.7		8.9* 9.1		9.2* 9.1				9.7* 9.9			
	AVG. AUD. BY ¼ HR.	8.1 8.7				8.0* 8.7		8.9* 9.1		9.2* 9.1				9.7* 9.9			
E K 2	TOTAL AUDIENCE (Households (000) & %)	4,900 6.3 PRICE IS RIGHT 1 >(SUS-OP)				5,840 7.5 PRICE IS RIGHT 2 (OP)		8,170 10.5 YOUNG AND THE RESTLESS				7,000 9.0 AS THE WORLD TURNS				5,290 6.8 SEARCH FOR TOMORROW	
	AVERAGE AUDIENCE (Households (000) & %)	4,430 5.7 25				4,980 6.4 26		5,840 7.5 28		5,060 6.5 23				4,670 6.0 22			
	SHARE OF AUDIENCE %	5.7 5.6				6.4 6.3		7.2* 7.4		7.8* 7.8				6.7* 6.7			
	AVG. AUD. BY ¼ HR.	5.7 5.6				6.4 6.3		7.2* 7.4		7.8* 7.8				6.7* 6.7			
W E K 2	TOTAL AUDIENCE (Households (000) & %)	4,280 5.5 WHEEL OF FORTUNE >(SUS-OP)				4,120 5.3 PASSWORD PLUS		3,110 4.0 CARD SHARKS		2,650 3.4 DOCTORS				4,360 5.6 ANOTHER WORLD			
	AVERAGE AUDIENCE (Households (000) & %)	3,890 5.0 22				3,580 4.6 18		2,650 3.4 13		3,890 5.0 18				3,350 4.3 16			
	SHARE OF AUDIENCE %	4.8 5.1				4.6 4.6		3.3 3.4		4.8* 4.9				5.2* 5.2			
	AVG. AUD. BY ¼ HR.	4.8 5.1				4.6 4.6		3.3 3.4		4.8* 4.9				5.2* 5.2			
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1	23.1	24.0	24.7	25.5	25.9	26.6	25.8	26.6	27.4	28.1	27.5	27.7	27.0	27.8	27.2
		WK 2	22.2	23.1	24.6	25.5	26.1	26.9	26.3	26.9	27.8	28.5	28.0	28.4	27.5	28.0	27.6
U.S. TV Households: 77,800,000																	

U.S. TV Households: 77,800,000

For explanation of symbols, See page A

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 10,970 14.1				4,820 6.2											8,790 11.3
	ABC TV	GENERAL HOSPITAL (SUS-OP)				EDGE OF NIGHT (TU-F)(SUS-OP)											ABC WORLD NEWS TONIGHT
	AVERAGE AUDIENCE (Households (000) & %)	{ 9,100 11.7	11.4*		11.9*	4,280 5.5											7,700 9.9
	SHARE OF AUDIENCE %	40	39 *		40 *	20											23
W E E K 2	AVG. AUD. BY ¼ HR.	11.1	11.7	12.0	11.7	5.6	5.4										9.8 10.0
	TOTAL AUDIENCE (Households (000) & %)	{ 6,540 8.4				3,970 5.1											9,410 12.1
	CBS TV	GUIDING LIGHT (OP)				ONE DAY AT A TIME-M-F											CBS EVENING NEWS- RATHER
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,210 6.7	6.7*		6.7*	3,270 4.2											8,170 10.5
W E E K 1	SHARE OF AUDIENCE %	23	23 *		22 *	15											25
	AVG. AUD. BY ¼ HR.	6.5	6.8	6.8	6.6	4.0	4.5										10.2 10.7
	TOTAL AUDIENCE (Households (000) & %)	{ 3,890 5.0															8,400 10.8
	NBC TV	TEXAS (M-TH) (S)(OP)				(S)(OP)											NBC NIGHTLY NEWS
W E E K 2	AVERAGE AUDIENCE (Households (000) & %)	{ 2,960 3.8	3.7*		4.0*												7,470 9.6
	SHARE OF AUDIENCE %	13	13 *		13 *												23
	AVG. AUD. BY ¼ HR.	3.7	3.7	4.1	3.9												9.4 9.7
	TOTAL AUDIENCE (Households (000) & %)	{ 11,360 14.6				4,280 5.5											8,950 11.5
W E E K 1	ABC TV	GENERAL HOSPITAL (SUS-OP)				EDGE OF NIGHT											ABC WORLD NEWS TONIGHT
	AVERAGE AUDIENCE (Households (000) & %)	{ 9,260 11.9	11.7*		12.1*	3,730 4.8											7,860 10.1
	SHARE OF AUDIENCE %	41	41 *		41 *	17											23
	AVG. AUD. BY ¼ HR.	11.5	12.0	12.3	11.9	5.0	4.6										9.9 10.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 6,850 8.8				4,200 5.4											9,410 12.1
	CBS TV	GUIDING LIGHT (OP)				ONE DAY AT A TIME-M-F (MWTHTF)(S)(OP)											CBS EVENING NEWS- RATHER
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,520 7.1	7.1*		7.2*	3,580 4.6											8,250 10.6
	SHARE OF AUDIENCE %	24	25 *		24 *	16											25
W E E K 1	AVG. AUD. BY ¼ HR.	7.0	7.1	7.3	7.1	4.3	4.8										10.6 10.6
	TOTAL AUDIENCE (Households (000) & %)	{ 3,970 5.1															8,250 10.6
	NBC TV	TEXAS															NBC NIGHTLY NEWS
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,960 3.8	3.7*		3.9*												7,080 9.1
W E E K 2	SHARE OF AUDIENCE %	13	13 *		13 *												21
	AVG. AUD. BY ¼ HR.	3.8	3.7	3.8	4.1												8.9 9.3
	TV HOUSEHOLDS USING TV WK. 1	28.4	29.7	30.1	30.0	27.9	28.9	29.5	30.5	32.1	33.5	34.8	36.5	39.7	41.4	41.7	43.0
	(See Def. 1) WK. 2	27.9	28.8	29.6	29.9	28.1	29.1	30.2	32.0	33.5	35.2	36.2	38.0	40.5	42.3	42.8	43.6

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{				2,330 3.0		3,350 4.3		4,200 5.4		5,450 7.0		5,840 7.5		5,520 7.1	
	ABC TV	{				GREATEST SUPERFRIENDS-1 (OP)		GREATEST SUPERFRIENDS-2 (OP)		FONZ/HAPPY DAYS GANG		RICHIE RICH		SCOOBY & SCRAPPY DOO (OP)		THUNDARR-THE BARBARIAN (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{				1,950 2.5		2,650 3.4		3,350 4.3		4,360 5.6		4,820 6.2		4,590 5.9	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				32 2.2	2.8	28 3.2	3.6	25 4.1	4.6	27 5.1	6.1	27 6.5	6.0	24 5.6	6.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				2,020 2.6		3,350 4.3		4,670 6.0		5,210 6.7		4,200 5.4		6,070 7.8	
	CBS TV	{				TOM AND JERRY (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)		ALL NEW POPEYE HOUR 1 (OP)		ALL NEW POPEYE HOUR 2 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{				1,480 1.9		2,570 3.3		3,660 4.7		4,120 5.3		3,580 4.6		4,820 6.2	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				21 1.4	2.3	24 3.0	3.5	27 4.4	5.1	26 5.3	5.3	20 4.4	4.8	25 6.1	6.2
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{				470 .6		2,260 2.9		19,060 24.5	WIMBLEDON TENNIS CHMP-SAT (9:00-3:00PM)						
	NBC TV	{				FLINTSTONE'S COMEDY SHW 1 (OP)		FLINTSTONE'S COMEDY SHW 2 (OP)									
	AVERAGE AUDIENCE (Households (000) & %)	{				310 <<		1,480 1.9		6,150 7.9	4.5*		5.7*		6.4*		8.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				<<	.5	16 1.2	2.5	33 4.0	28 *		29 *		29 *		32 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				1,710 2.2		2,960 3.8		3,660 4.7		4,980 6.4		6,150 7.9		5,290 6.8	
	ABC TV	{				GREATEST SUPERFRIENDS-1 (OP)		GREATEST SUPERFRIENDS-2 (OP)		FONZ/HAPPY DAYS GANG		RICHIE RICH		SCOOBY & SCRAPPY DOO (OP)		THUNDARR-THE BARBARIAN (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{				1,400 1.8		2,330 3.0		3,190 4.1		4,430 5.7		4,980 6.4		4,430 5.7	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				27 1.5	2.1	31 2.9	3.2	28 3.7	4.5	31 5.3	6.0	34 6.5	6.3	29 5.7	5.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				2,020 2.6		3,350 4.3		4,980 6.4		5,210 6.7		4,900 6.3		5,290 6.8	
	CBS TV	{				TOM AND JERRY (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)		ALL NEW POPEYE HOUR 1 (OP)		ALL NEW POPEYE HOUR 2 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{				1,400 1.8		2,330 3.0		3,970 5.1		4,360 5.6		3,890 5.0		4,050 5.2	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				25 1.6	2.0	28 2.6	3.4	34 4.9	5.4	31 5.7	5.6	26 5.2	4.9	27 5.5	5.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				1,320 1.7		1,560 2.0		2,800 3.6		2,880 3.7		2,880 3.7		3,660 4.7	
	NBC TV	{				FLINTSTONE'S COMEDY SHW 1 (OP)		FLINTSTONE'S COMEDY SHW 2 (OP)		GODZILLA (OP)		BATMAN & SUPER 7 (OP)		BATMAN & SUPER 7 (OP)		DAFFY DUCK SHOW (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{				930 1.2		1,170 1.5		2,180 2.8		2,410 3.1		2,490 3.2		2,880 3.7	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				18 1.1	1.3	15 1.4	1.5	20 2.5	3.2	18 3.1	3.1	18 3.1	3.3	19 3.5	3.8
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	3.0	3.4	4.3	6.1	7.8	10.5	13.0	14.4	16.3	18.2	19.9	20.9	22.2	23.3	24.5
		WK. 2	3.5	3.8	4.8	5.5	6.4	8.1	10.1	11.6	13.9	15.8	17.7	18.5	18.9	19.1	19.4
U.S. TV Households: 77,800,000																	

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JULY 4, 1981

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	5,910 7.6		5,130 6.6		4,120 5.3	(1)	5,990 7.7									
	ABC TV		HEATHCLIFF & DINGBAT		PLASTICMAN/BABY PLAS SHOW (OP)				AMERICAN BANDSTAND '81									
	AVERAGE AUDIENCE (Households (000) & %)	{	5,060 6.5		4,360 5.6		3,350 4.3		3,270 4.2	3.6*				4.8*				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	26 6.7	6.4	23 5.6	5.6	15 4.3	4.3	16 3.1	13 *	4.0	4.7		19 *	4.9			
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,130 6.6		5,760 7.4		4,900 6.3		4,670 6.0		4,200 5.4		2,570 3.3					
	CBS TV		TARZAN/LONE RANGER-1 (OP)		TARZAN/LONE RANGER-2 (OP)		NEW FAT ALBERT SHOW (OP)		DRAK PACK (OP)		JASON OF STAR COMMAND (OP)		30 MINUTES					
	AVERAGE AUDIENCE (Households (000) & %)	{	4,590 5.9		4,820 6.2		4,120 5.3		4,050 5.2		3,270 4.2		1,950 2.5					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	23 6.0	5.8	23 6.2	6.2	19 5.2	5.3	20 5.2	5.2	17 4.2	4.2	11 2.8	2.1				
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{																
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE %	%																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,450 7.0		4,750 6.1		4,980 6.4		5,520 7.1									
	ABC TV		HEATHCLIFF & DINGBAT		PLASTICMAN/BABY PLAS SHOW (OP)		ABC WEEKEND SPECIALS SOUP FOR PRESIDENT		AMERICAN BANDSTAND '81									
	AVERAGE AUDIENCE (Households (000) & %)	{	4,590 5.9		4,050 5.2		4,200 5.4		3,660 4.7	4.5*								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	30 5.7	6.1	28 5.4	5.0	25 5.4	5.4	20 4.4	19 *	4.5	5.0	4.9*	21 *	4.9			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,750 6.1		5,450 7.0		4,900 6.3		4,360 5.6		4,430 5.7		3,110 4.0					
	CBS TV		TARZAN/LONE RANGER-1 (OP)		TARZAN/LONE RANGER-2 (OP)		NEW FAT ALBERT SHOW (OP)		DRAK PACK (OP)		JASON OF STAR COMMAND (OP)		30 MINUTES					
	AVERAGE AUDIENCE (Households (000) & %)	{	3,890 5.0		4,590 5.9		3,890 5.0		3,730 4.8		3,420 4.4		2,570 3.3					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	25 4.9	5.2	29 5.6	6.2	22 4.9	5.1	20 4.7	4.9	18 4.6	4.1	14 3.3	3.3				
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	3,580 4.6		2,800 3.6		2,960 3.8		2,880 3.7									
	NBC TV		JETSONS (OP)		HONG KONG PHOOEY (OP)		JONNY QUEST (OP)		FLINTSTONES									
	AVERAGE AUDIENCE (Households (000) & %)	{	3,030 3.9		2,570 3.3		2,410 3.1		2,260 2.9									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	19 3.9	3.9	16 3.1	3.5	14 3.0	3.2	12 2.7	3.1								
TV HOUSEHOLDS USING TV		WK. 1 (See Def. 1)	26.0	26.2	26.3	26.7	26.8	28.4	27.5	25.5	25.5	25.0	23.7	23.8	23.3	23.5	24.4	24.9
U.S. TV Households: 77,800,000		WK. 2	20.3	20.4	20.3	20.7	22.0	23.3	23.4	24.0	24.0	23.9	23.5	23.5	23.3	23.4	24.4	25.2

(1) ABC WEEKEND SPECIALS, IF I'M LOST, HOW COME I FOUND YOU? (12:00-12:30PM)

For explanation of symbols, See page A.

DAY SAT. JULY 11, 1981

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
TV HOUSEHOLDS USING TV		WK. 1	24.6	24.9	24.9	25.9	25.9	26.2	26.8	27.2	27.6	27.9	28.4	30.4	31.7	32.5	33.7
(See Def. 1)		WK. 2	25.0	25.1	25.9	27.3	27.7	28.5	29.6	29.9	30.2	31.5	32.4	34.1	35.9	37.6	38.9
U.S. TV Households: 77,800,000																	

For explanation of symbols, See page A.

DAY SUN. JULY 12, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JULY 5, 1981

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 2,260 2.9		{ 1,870 2.4		{ 3,110 4.0											
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 1,950 2.5		{ 1,480 1.9		{ 2,410 3.1											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 13 2.5		% 10 1.8		% 14 3.4		2.9									
E E K 2	TOTAL AUDIENCE (Households (000) & %)			{ 3,420 4.4												{ 8,790 11.3	
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)			{ 2,720 3.5												{ 4,360 5.6	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.			% 18 3.1		3.9										4.6*	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)							{ 3,190 4.1									
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)							{ 2,570 3.3									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.							% 15 3.3		3.2							
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 2,880 3.7		{ 2,570 3.3		{ 3,660 4.7											
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,330 3.0		{ 1,950 2.5		{ 2,650 3.4											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 16 2.9		% 12 2.4		% 16 3.8		3.1									
E E K 2	TOTAL AUDIENCE (Households (000) & %)			{ 3,350 4.3													
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)			{ 2,880 3.7													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.			% 19 3.5		3.9											
W E E K 2	TOTAL AUDIENCE (Households (000) & %)							{ 2,260 2.9									
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)							{ 1,870 2.4									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.							% 12 2.4		2.5							
TV HOUSEHOLDS USING TV WK. 1		18.9	19.2	19.4	20.3	21.4	22.6	23.2	24.1	23.8	24.7	24.6	25.4	24.9	25.4	26.2	26.9
(See Def. 1) WK. 2		18.4	19.0	19.8	20.9	21.0	21.3	21.3	22.3	23.0	24.3	25.0	25.4	25.8	25.7	26.9	27.4
U.S. TV Households: 77,800,000																	

DAY SUN. JULY 12, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JULY 5, 1981

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
TV HOUSEHOLDS USING TV WK. 1		27.1	26.7	27.4	29.0	30.1	32.0	32.2	32.3	33.4	34.2	33.7	35.0	37.9	39.2	39.4	40.7
(See Def. 1) WK. 2		28.0	28.2	28.9	29.8	30.1	31.3	32.2	32.8	33.8	34.7	34.6	35.4	36.6	37.8	39.0	40.0
U.S. TV Households: 77,800,000																	

DAY SUN. JULY 12, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING MONDAY																			
NBC NBC NEWS UPDATE-2-MON(SUS)	1	9.58- 9.59PM	9.45																
EVENING TUESDAY																			
NBC NBC NEWS UPDATE-2-TUE(SUS)	2	9.58- 9.59PM	9.45																
EVENING WEDNESDAY																			
ABC FEATURETTE(SUS)	2	10.45-11.00PM	10.45																
NBC NBC NEWS UPDATE-2-WED(SUS)	1	9.58- 9.59PM	9.45																
EVENING THURSDAY																			
NBC NBC NEWS UPDATE-5-THU(SUS)	2	9.46- 9.47PM	9.45																
EVENING FRIDAY																			
NBC NBC NEWS UPDATE-2-FRI(SUS)	1	9.49- 9.50PM	9.45																
EVENING SATURDAY																			
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	11,050	14.2	11,050	14.2	36	14.2			13,850	17.8	13,850	17.8	38	17.8		
CBS NEWSBREAK-SAT.	1	8.58- 8.59PM	8.45	6,150	7.9	6,150	7.9	21	7.9			6,920	8.9	6,920	8.9	21	8.9		
	2	8.52- 8.53PM	8.45									6,150	7.9	6,150	7.9	19	7.9		
NBC NBC NEWS UPDATE-SAT.		8.58- 8.59PM	8.45	6,300	8.1	6,300	8.1	22	8.1										
NBC NBC NEWS UPDATE-2-SAT.	1	9.47- 9.48PM	9.45	3,350	4.3	3,350	4.3	11	4.3										
NBC NBC NEWS UPDATE-7-SAT(SUS)	2	9.58- 9.59PM	9.45																
EVENING SUNDAY																			
ABC ABC NEWSBRIEF-SUN.	1	8.57- 8.59PM	8.45	6,150	7.9	5,840	7.5	15	7.5			6,300	8.1	6,300	8.1	16	8.1		
	2	8.58- 8.59PM	8.45									20,310	26.1	9,180	11.8	23			
ABC ABC SUNDAY NIGHT MOVIE	2	9.00-11.33PM	→GRID 11.30																
CBS NEWSBREAK-SUN.	1	8.57- 8.59PM	8.45	9,410	12.1	9,340	12.0	24	12.0			11,200	14.4	11,200	14.4	28	14.4		
	2	8.58- 8.59PM	8.45									9,800	12.6	9,800	12.6	24	12.6		
NBC NBC NEWS UPDATE-SUN.	2	8.58- 8.59PM	8.45																
	1	9.10- 9.11PM	9.00	10,660	13.7	10,660	13.7	26	13.7			8,010	10.3	8,010	10.3	19	10.3		
NBC NBC NEWS UPDATE-2-SUN(SUS)	1	9.58- 9.59PM	9.45																
NBC NBC NEWS UPDATE-2-SUN.	2	9.50- 9.51PM	9.45																
EVENING MONDAY-FRIDAY																			
ABC ABC NEWSBRIEF-M-F		>	8.45 9.45	11,280	14.5	11,280	14.5	29	11.5 19.0	M-F TU&TH		10,110	13.0	9,800	12.6	26	10.1 17.1	M-F TU&TH	
ABC ABC NEWS:NIGHTLINE		11.30-12.00MD	11.30 11.45	6,850	8.8	5,290	6.8	19	7.6 6.1	M-F M-F		6,610	8.5	5,210	6.7	20	7.4 6.0	M-F M-F	
ABC CHARLIE'S ANGELS-12.00		12.00- 1.09AM	12.00 12.15 12.30 12.45 1.00	4,590	5.9	3,270	4.2 4.4*	16 15*	4.5 4.3 4.0 4.3 4.0	THU. THU. THU. THU. THU.		4,750	6.1	3,110	4.0 4.1*	18 16*	4.3 4.0 4.1 3.7 3.6	THU. THU. THU. THU. THU.	
ABC FANTASY ISLAND-12.00		12.00- 1.08AM	12.00 12.15	4,050	5.2	2,020	2.6 2.7*	11 10*	3.0 2.5	MON. MON.		4,670	6.0	2,960	3.8 3.4*	17 13*	3.3 3.5	MON. MON.	
CONT'D																			

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVERNING MONDAY-FRIDAY-CONT'D																			
ABC FANTASY ISLAND-12.00-CONT'D			12.30						2.5	MON.							4.0	MON.	
			12.45						2.7	MON.							4.1	MON.	
			1.00						2.6	MON.							3.9	MON.	
ABC FRIDAYS		12.00- 1.11AM	12.00	7,620	9.8	4,510	5.8	23	6.4	FRI.		8,090	10.4	4,980	6.4	25	7.6	FRI.	
			12.15						6.1	FRI.							7.5	FRI.	
			12.30						5.5	FRI.							6.0	FRI.	
			12.45						5.4	FRI.							5.6	FRI.	
			1.00						5.3	FRI.							4.9	FRI.	
ABC LOVE BOAT-12.00		12.00- 1.09AM	12.00	5,600	7.2	3,660	4.7	21	4.5	WED.		4,900	6.3	3,270	4.2	19	4.7	WED.	
			12.15						4.6	WED.							4.3	WED.	
			12.30						4.7	WED.							4.1	WED.	
			12.45						5.0	WED.							4.1	WED.	
			1.00						4.6	WED.							3.8	WED.	
ABC TUESDAY MOVIE-WEEK-PART 1	1	12.00- 1.08AM	12.00	4,980	6.4	2,650	3.4	14	4.0	TUE.		4,510	5.8	2,800	3.6	16	3.8	TUE.	
	2	12.00- 1.11AM	12.00														3.6	TUE.	
			12.15						3.6	TUE.							3.7	TUE.	
			12.30						3.2	TUE.							3.7	TUE.	
			12.45						3.1	TUE.							3.6	TUE.	
			1.00						3.2	TUE.							3.0	TUE.	
ABC TUESDAY MOVIE-WEEK-PART 2	1	1.08- 1.28AM	1.00	2,260	2.9	2,180	2.8	16	3.0	TUE.									
	2	1.11- 1.34AM	1.00									2,330	3.0	2,180	2.8	18	2.9	TUE.	
			1.15														2.8	TUE.	
			1.30														2.6	TUE.	
	1	1.28- 2.42AM (SUS)																	
	2	1.34- 2.28AM (SUS)																	
CBS NEWSBREAK-M-F	1	8.58- 8.59PM	8.45	7,780	10.0	7,780	10.0	21	10.0	M-F		7,940	10.2	7,860	10.1	21	10.1	M-F	
	2	>	8.45									6,690	8.6	4,900	6.3	19	7.3	TUE.	
CBS CBS NEWS SPEC. RPT-11.30P(S)	2	11.30-12.03AM	11.30														5.5	TUE.	
			11.45														5.1	TUE.	
			12.00																
CBS LATE MOVIE I		>	11.30	7,940	10.2	5,130	6.6	23	7.2	M-F		7,160	9.2	4,670	6.0	22	7.0	M-F	
			11.45						7.2	MWTHF							6.8	MWTHF	
			12.00						6.8	M-F							6.0	M-F	
			12.15						6.4	M-F							5.8	M-F	
			12.30						5.8	M-F							5.3	M-F	
			12.45						5.5	M-F							4.8	M-F	
			1.00						5.1	TUE.							4.4	TUE.	
			1.15						4.7	TUE.							4.0	TUE.	
		VARIOUS TIMES (SUS)																	
CBS VIETNAM TODAY(S)	1	11.30-12.05AM	11.30	7,160	9.2	5,760	7.4	21	8.0	TUE.		4,200	5.4	3,190	4.1	24	4.7	M-F	
			11.45						7.1	TUE.							4.6	MWTHF	
			12.00						6.5	TUE.							4.3	M-F	
CBS LATE MOVIE II		>	12.30	4,280	5.5	3,500	4.5	24	4.8	M-F							4.1	M-F	
			12.45						4.9	MWTHF							3.9	M-F	
			1.00						4.6	M-F							3.6	TU & W	
			1.15						4.3	M-F									
			1.30						4.4	TU & W									
CONT'D																			

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1							WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS		
				HOUSEHOLDS		HOUSEHOLDS	SHARE	HOUSEHOLDS			SHARE	HOUSEHOLDS	SHARE						
				(000)	%	(000)	%	%	%	(000)	%	(000)	%	(000)	%	%	%		
EVENING MONDAY-FRIDAY-CONT'D																			
CBS LATE MOVIE II-CONT'D				1.45				4.5*	33*	4.1	TU & W					3.5*	26*	3.5	TU & W
				2.00						3.0	TUE.					2.9	TUE.		
VARIOUS TIMES (SUS)																			
NBC NBC NEWS UPDATE-M-F				8.58- 8.59PM	8.45	7,240	9.3	7,240	9.3	19	9.3	M-F	7,390	9.5	7,390	9.5	20	9.5	M-F
NBC NBC NEWS UPDATE-2-M-F					9.30								9,100	11.7	9,100	11.7	22	8.4	MWF
					9.45	6,920	8.9	6,920	8.9	16	8.6	TU&TH					13.3	MWF	
					10.00						9.1	THU.							
NBC TONIGHT SHOW					11.30	7,780	10.0	4,900	6.3	22	8.7	M-F	9,570	12.3	5,600	7.2	24	8.7	M-F
					11.45				8.2*	22*	6.8	M-F				8.3*	25*	7.8	M-F
					12.00						6.6	M-F						6.8	M-F
					12.15				6.3*	23*	6.0	M-F				6.1*	23*	5.4	M-F
					12.30						5.1	MTUWF							
NBC WIMBLEDON TENNIS-FRI(S)				1 11.30-11.45PM	11.30	5,290	6.8	4,980	6.4	19	6.4	FRI.						4.1	FRI.
NBC WIMBLEDON TENNIS-MON(S)				1 11.30-11.45PM	11.30	6,070	7.8	6,070	7.8	22	7.8	MON.						3.7	FRI.
NBC WIMBLEDON TENNIS-TUE(S)				1 11.30-11.45PM	11.30	6,300	8.1	5,910	7.6	20	7.6	TUE.						3.5	FRI.
NBC WIMBLEDON TENNIS-WED(S)				1 11.30-11.45PM	11.30	8,560	11.0	8,170	10.5	29	10.5	WED.							
NBC SCTV NETWORK/90				2 12.30- 2.00AM	12.30								5,290	6.8	2,800	3.6	19		
					12.45											3.9*	16*		
					1.00														
					1.15											3.5*	18*	3.5	FRI.
					1.30												3.5	FRI.	
					1.45												3.2	FRI.	
NBC TOMORROW COAST TO COAST-1				2 12.30- 1.00AM	12.30								3,420	4.4	2,800	3.6	18	3.8	M-TH
					12.45												3.4	M-TH	
NBC WIMBLEDON MENS SEMI-FINAL(S)				1 12.30- 2.30AM	12.30	5,910	7.6	2,960	3.8	22	5.0	THU.							
					12.45				4.8*	20*	4.6	THU.							
					1.00						4.1	THU.							
					1.15				4.0*	21*	3.8	THU.							
					1.30						3.7	THU.							
					1.45				3.5*	24*	3.4	THU.							
					2.00						3.2	THU.							
					2.15				3.1*	27*	3.0	THU.							
NBC SCTV NETWORK/90				1 12.45- 2.15AM	12.45	4,750	6.1	2,180	2.8	16	3.4	FRI.							
					1.00						2.9	FRI.							
					1.15				3.0*	15*	3.2	FRI.							
					1.30						3.1	FRI.							
					1.45				2.8*	18*	2.5	FRI.							
					2.00						1.9	FRI.							
NBC TOMORROW COAST TO COAST-1				1 12.45- 1.15AM	12.45	3,270	4.2	2,720	3.5	19	3.7	M-W							
					1.00						3.3	M-W							
NBC TOMORROW COAST TO COAST-2				2 1.00- 1.45AM	1.00								2,720	3.5	2,020	2.6	17	3.0	M-TH
				1 >	1.15	2,880	3.7	2,020	2.6	19	3.1	M-W				2.8*	17*	2.5	M-TH
					1.30						2.4	M-W						2.3	M-TH
					1.45				2.3*	18*	2.2	M-W							
					2.00						3.1	WED.							
VARIOUS TIMES (SUS)																			

NielSEN NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %	
DAY MONDAY-FRIDAY																			
ABC ABC SPECIAL REPORT 10:45A(SUS)	2	10.45-11.18AM	10.45																
ABC FYI-12.58(SUS)		12.58-12.59PM	12.45															TUE.	
ABC ABC SPECIAL REPORT 1:00P(SUS)	2	1.00- 1.15PM	1.00							M-F								M-F	
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	7,470	9.6	7,310	9.4	34	9.4	M-F	7,310	9.4	7,080	9.1	32	9.1		TUE.	
ABC FYI-2.58(SUS)		2.58- 2.59PM	2.45							M-F								M-F	
ABC FYI-3.58(SUS)		3.58- 3.59PM	3.45							M-F								M-F	
ABC REAGAN'S ADDRESS-NAACP(SUS)	1	4.00- 4.35PM	4.00							MON.								M-F	
CBS SUMMER SEMESTER(SUS)		6.30- 7.00AM	6.30							M-F								M-F	
CBS SUMMER SEMESTER MWF(SUS)		6.30- 7.00AM	6.30							M-F								M-F	
CBS MAGAZINE(S)	1	10.00-11.00AM	10.00	5,210	6.7	2,650	3.4	15	3.3	THU.								M-F	
			10.15				3.2*	15*	3.1	THU.									
			10.30						3.5	THU.									
			10.45				3.6*	16*	3.7	THU.									
CBS CBS NEWS SP. RPT.-10.52A(SUS)	2	10.52-11.19AM	10.45															TUE.	
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	5,060	6.5	4,980	6.4	25	6.4	M-F	4,670	6.0	4,510	5.8	23	5.8		M-F	
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	4,120	5.3	3,970	5.1	17	5.1	M-F	4,200	5.4	3,970	5.1	17	5.1		M-F	
CBS RAZZMATAZZ(S)	2	4.00- 4.30PM	4.00								4,750	6.1	3,730	4.8	18	5.1		TUE.	
NBC NBC NEWS SPECIAL RPT.-1(SUS)	2	10.51-11.15AM	4.15 10.45													4.5		TUE.	
NBC NBC NEWS SPECIAL RPT.-2(SUS)	2	1.00- 1.13PM	1.00															TUE.	
NBC WIMBLEDON TENNIS CHMP-FRI(S)	1	2.00- 5.00PM	2.00	10,660	13.7	4,590	5.9	20	4.8	FRI.								TUE.	
			2.15				4.8*	17*	4.8	FRI.									
			2.30						5.7	FRI.									
			2.45				6.1*	21*	6.4	FRI.									
			3.00						6.4	FRI.									
			3.15				6.4*	21*	6.4	FRI.									
			3.30						6.1	FRI.									
			3.45				6.0*	20*	5.9	FRI.									
			4.00						5.9	FRI.									
			4.15				5.8*	21*	5.7	FRI.									
			4.30						6.4	FRI.									
			4.45				6.3*	22*	6.2	FRI.									
DAY SATURDAY																			
ABC SCHOOLHOUSE ROCK-8.26AM		8.26- 8.29AM	8.15	2,410	3.1	2,330	3.0	34	3.0		1,870	2.4	1,870	2.4	33	2.4			
ABC SCHOOLHOUSE ROCK-10.26AM		10.26-10.29AM	10.15	4,670	6.0	4,430	5.7	24	5.7		5,210	6.7	4,750	6.1	32	6.1			
ABC SCHOOLHOUSE ROCK-10.56AM		10.56-10.59AM	10.45	5,210	6.7	4,820	6.2	24	6.2		4,430	5.7	4,200	5.4	27	5.4			
ABC DEAR ALEX & ANNIE-11.55AM		11.55-11.59AM	11.45	4,900	6.3	4,120	5.3	21	5.3		4,200	5.4	3,660	4.7	25	4.7			
BS SUMMER SEMESTER SAT(SUS)		6.30- 7.00AM	6.30																
BS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	2,330	3.0	2,100	2.7	26	2.7		1,790	2.3	1,630	2.1	26	2.1			
BS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	2,720	3.5	2,650	3.4	23	3.4		3,110	4.0	3,030	3.9	34	3.9			
BS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	4,050	5.2	3,970	5.1	28	5.1		4,590	5.9	4,360	5.6	35	5.6			
BS IN THE NEWS-10.26AM		10.26-10.29AM	10.15	4,200	5.4	3,890	5.0	21	5.0		4,200	5.4	3,970	5.1	27	5.1			

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
DAY SATURDAY-CONT'D																			
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	4,820	6.2	4,510	5.8	23	5.8		4,050	5.2	3,730	4.8	24	4.8			
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	4,360	5.6	4,120	5.3	20	5.3		4,430	5.7	4,280	5.5	27	5.5			
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	4,900	6.3	4,430	5.7	21	5.7		4,900	6.3	4,510	5.8	28	5.8			
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	4,050	5.2	3,970	5.1	18	5.1		4,050	5.2	3,810	4.9	21	4.9			
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	4,280	5.5	3,730	4.8	19	4.8		3,970	5.1	3,810	4.9	20	4.9			
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	3,660	4.7	3,190	4.1	16	4.1		3,420	4.4	2,800	3.6	15	3.6			
NBC TIME OUT-8:28AM		8.28- 8.30AM	8.15	700	.9	620	.8	9	.8		1,170	1.5	1,090	1.4	19	1.4			
NBC ASK NBC NEWS-8:58AM		8.58- 9.00AM	8.45	2,490	3.2	2,330	3.0	23	3.0		1,320	1.7	1,240	1.6	15	1.6			
NBC TIME OUT-9:28AM	2	9.28- 9.30AM	9.15								2,490	3.2	2,260	2.9	19	2.9			
NBC ASK NBC NEWS-9:58AM	2	9.58-10.00AM	9.45								2,410	3.1	2,260	2.9	17	2.9			
NBC TIME OUT-10:28AM	2	10.28-10.30AM	10.15								2,650	3.4	2,490	3.2	17	3.2			
NBC ASK NBC NEWS-10:58AM	2	10.58-11.00AM	10.45								3,030	3.9	2,960	3.8	19	3.8			
NBC TIME OUT-11:28AM	2	11.28-11.30AM	11.15								2,570	3.3	2,410	3.1	15	3.1			
NBC ASK NBC NEWS-11:58AM	2	11.58-12.00NN	11.45								3,270	4.2	3,030	3.9	19	3.9			
NBC TIME OUT-12:28PM	2	12.28-12.30PM	12.15								2,020	2.6	1,950	2.5	11	2.5			
NBC BASEBALL TODAY	2	2.00- 2.21PM	+GRID 2.15								3,190	4.1	2,570	3.3	14	2.9			
DAY SUNDAY																			
ABC KIDS ARE PEOPLE TOO I	1	10.30-11.05AM	+GRID	2,800	3.6	2,100	2.7	14			2,260	2.9	1,710	2.2	12	2.7			
	2	10.30-11.03AM	+GRID 11.00						2.7										
ABC DEAR ALEX & ANNIE-11.26AM		11.26-11.29AM	11.15	2,020	2.6	1,870	2.4	13	2.4		2,330	3.0	2,260	2.9	15	2.9			
ABC SCHOOLHOUSE ROCK-11.55AM		11.55-11.59AM	11.45	1,870	2.4	1,710	2.2	11	2.2		2,490	3.2	2,260	2.9	14	2.9			
CBS IN THE NEWS-8.26AM-SUN(SUS)	1	8.26- 8.29AM	8.15																
CBS IN THE NEWS-8.26AM-SUN.	2	8.26- 8.29AM	8.15																
CBS IN THE NEWS-8.56AM-SUN(SUS)	2	8.56- 8.59AM	8.45								<<		<<		<<				
CBS IN THE NEWS-8.56AM-SUN.	1	8.56- 8.59AM	8.45	390	.5		<<		<<										
CBS WESTERN OPEN GOLF-SUN.(S)	1	2.30- 4.35PM	+GRID 4.30	8,790	11.3	4,360	5.6	20	5.8										

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U.S. TV HOUSEHOLDS: 77,800,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS)

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NOTE

Based on recently available 1980 Census household counts, the official television household estimate for January 1, 1981 has been increased from 77,800,000 to 79,900,000. This revised universe estimate applies to all household audience projections for the 1980-81 television "year", i.e., all data reflected in pocketpieces from I Sept '80 to II August '81. This means that, had we had the new estimate last September, all household audience projections in these pocketpieces would have been 2.7% higher. For technical reasons, it is too late to revise the published household projections. If you wish to use adjusted projections, these projections can be produced by multiplying the household audience projections in the pocketpiece by 1.027.

Projected persons audience estimates shown in this season's pocketpieces have also been understated. The following table lists the revised estimates and the appropriate multipliers to use if it is desired to convert audiences as reported to audiences based on these revised universe estimates.

None of these revisions affect household or person ratings expressed as percents.

(Continued)

Correction Notice

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July 24, 1981

NIELSEN NATIONAL TV RATINGS REPORT

1st APRIL 1981 REPORT
March 23-April 5, 1981
2nd APRIL 1981 REPORT
April 6-19, 1981
1st MAY 1981 REPORT
April 27-May 10, 1981

Due to late information received from the network, the program "NBA PLAYOFF" was incorrectly titled for the following National TV Ratings Reports.

<u>REPORT INTERVAL</u>	<u>DATE</u>	<u>TIME</u>	<u>SHOWN AS</u>	<u>SHOULD BE</u>
1st April	4/1/81	11:30PM	NBA On CBS-Wed (S)	NBA Playoff
1st April	4/3/81	11:30PM	NBA On CBS-Fri (S)	NBA Playoff
2nd April	4/7/81	11:30PM	NBA On CBS-Tue (S)	NBA Playoff
2nd April	4/8/81	11:30PM	NBA On CBS-Wed (S)	NBA Playoff
2nd April	4/10/81	11:41PM	NBA On CBS-Fri (S)	NBA Playoff
2nd April	4/15/81	11:30PM	NBA On CBS-Wed (S)	NBA Playoff
2nd April	4/17/81	11:30PM	NBA On CBS-Fri (S)	NBA Playoff
1st May	4/29/81	11:30PM	NBA On CBS-Wed (S)	NBA Playoff
1st May	5/1/81	11:30PM	NBA On CBS-Fri (S)	NBA Playoff

Also the same program was incorrectly titled in the Fast Weekly Household Audiences Report for April 20-26, 1981 for the following telecasts:

4/21/81	11:30PM	NBA On CBS-Tue (S)	NBA Playoff
4/22/81	11:30PM	NBA On CBS-Wed (S)	NBA Playoff
4/24/81	11:30PM	NBA On CBS-Fri (S)	NBA Playoff

All data are correct as reported.

Correction Notice

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July 24, 1981

NIELSEN NATIONAL TV RATINGS REPORT
1st JUNE 1981 REPORT
May 25 - June 7, 1981
2nd JUNE 1981 REPORT
June 8-21, 1981

Due to late lineup information from the network, the CBS Sunday News was incorrectly titled for the above mentioned reports. Effective June 7, 1981, the program "CBS Sunday News-Bradley" changed to "CBS Sunday News-Osgood".

All data are correct as reported.